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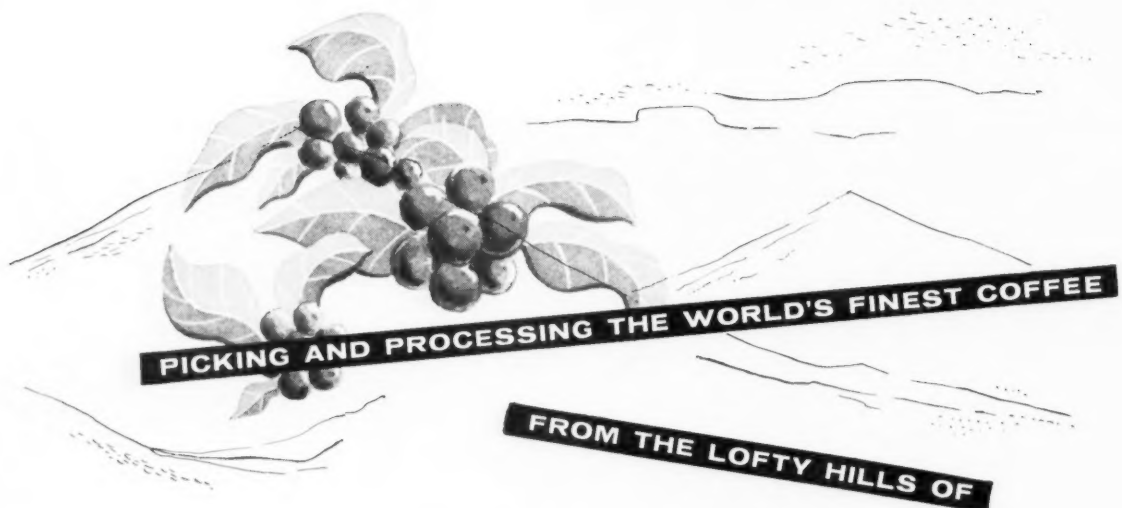
MAY, 1957

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Since 1886

NEW YORK
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NEW ORLEANS
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COLOMBIA

FOR THE COFFEE PLEASURE OF AMERICA



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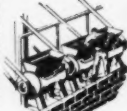
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**NATIONAL FEDERATION OF
COFFEE GROWERS OF COLOMBIA**

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Member of Pan American Coffee Bureau

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JUNTA^{DE} EXPORTAÇÃO^{DO} CAFÉ

HEAD OFFICE: RUA AUGUSTA - 27 - LISBON - PORTUGAL

Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 106 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, May 1957 Vol. 80 No. 5. Reentered as second class matter June 22, 1951, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

GUMP COFFEE GRANULIZERS

ONE USER* SAYS:

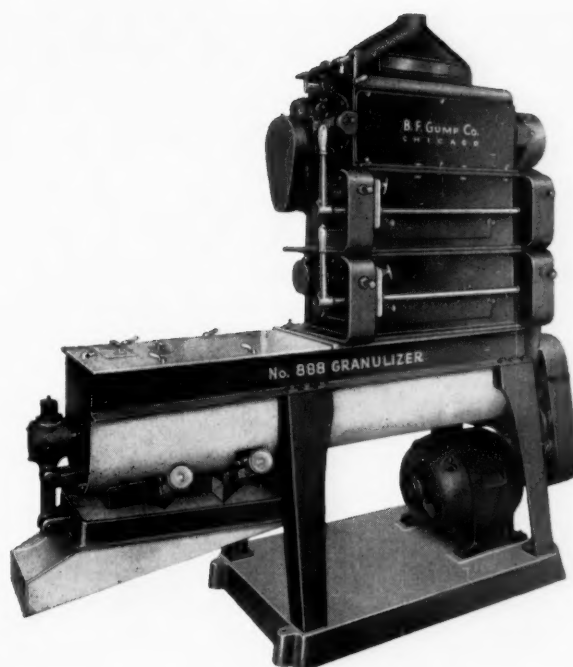
*"There is no other
coffee grinder that
matches the work of the
Gump Granulizer."*

*NAME ON REQUEST

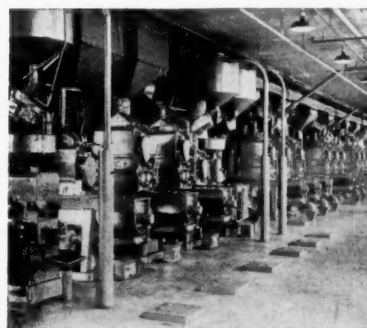
The "work" of Gump Coffee Granulizers is to produce best quality grinds, at low cost. Users throughout the coffee industry testify to their success. Granulizer users have bought one, two, ten, 36 or 54 units . . . invariably order "another Granulizer" whenever they need additional grinding capacity.

Grinds from Gump Coffee Granulizers have the consistent uniformity, the clean-cut appearance—the aroma and flavor—that help build coffee sales. Mechanically, Granulizers operate smoothly and economically. Downtime for maintenance and repairs—even through 20 or more years of hard service—is negligible.

Insist on Gump Coffee Granulizers for every grinding requirement. New Style "E" models add the advantages of sectional grinding head and an infinite number of grind sizes in the complete commercial range. Write for specific recommendations and quotation on your current grinding equipment needs.



No. 888, Style "E" Gump Coffee Granulizer. Capacity 2000 to 4000 pounds per hour. Other sizes have capacity ranges of from 400 to 1000 pounds, and from 1200 to 2000 pounds per hour.



The world's largest grinding plant uses Gump Coffee Granulizers exclusively. This firm has purchased 54 Gump Granulizers of several sizes and models with capacities ranging from 400 to 4000 pounds an hour.



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Coffee is in truth the magic cup, and we are proud of the part played by the exporters we represent, in preserving the magic in the cup.

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"It Pays To Trade The Ruffner Way"

BACK THE ATTACK ON TRAFFIC ACCIDENTS! BACK THE HIGHWAY "COFFEE-BREAK"!



Now, for the first time, the Pan-American Coffee Bureau's summer Highway Safety Program is tied in directly with the tremendous nationwide force of the "Slow Down and Live" program! Here is your opportunity to help extend the "Coffee-break" to the motoring public—and to help save lives!

The "Slow Down and Live" program is backed by the National Safety Council, by state, city and police officials, by insurance and transportation organizations, and by hundreds of local groups.

Its single great aim—*reduce highway accidents!*

The drive runs from Memorial Day through Labor Day in both the U. S. and Canada. Widespread publicity and other promotion will help it along.

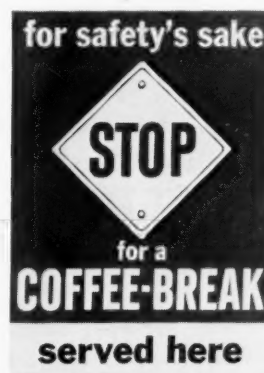
Key to the tie-in by the coffee industry is the slogan: "For Safety's Sake STOP For a 'Coffee-break'." A million bumper strips—largest number ever provided by the Coffee Bureau—will carry the words along the nation's highways. Window stickers have also been produced in quantity.

To support this worthwhile public service—to help win friends for your brand and your customers—distribute these brilliantly colored materials. They're offered to you at \$1.00 per hundred, each.

Write the Bureau for your supply today—so your salesmen can use them all summer.



Bumper Strip—16 3/4" x 3 3/4"—for automobiles and also as a back-bar or window streamer for roadside restaurants, diners and service stations selling coffee.



Sticker—5" x 7"—for gas pumps, vending machines and windows of every kind.

PAN-AMERICAN COFFEE BUREAU

120 WALL STREET, NEW YORK 5, N. Y.

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic
Ecuador • El Salvador • Guatemala • Honduras • Mexico • Venezuela

MAY, 1957



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Your coffee sells better in Continental cans



NEW SAVORLOCK CANS for instant coffee. Tamper-proof glassine seal increases product shelf life. Lock top provides firm reclosure in day-to-day home use. Special construction permits fast filling, secure stacking and gives maximum display on store shelves. Lithographed top-to-bottom in brilliant colors by Continental craftsmen. In 2- and 6-oz. sizes.



GRIPSTRIP® for vacuum- and pressure-pack coffee cans. A sales feature originated by Continental, Gripstrip is the self-tracking rip strip that never slips "off-key." Makes your coffee open quick, safe and sure — every time. Each turn of the key locks one section of beaded Gripstrip firmly against the next...forms a slip-proof coil all the way around the can.

Whether your selling plans call for Savorlock cans, cans with Gripstrip, or both — we'll deliver all the containers you need — exactly when and where you need them. From masterful lithography to research and engineering helps, you'll find our services will fit your individual needs.

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Eastern Division: 100 E. 42nd St., New York 17
Central Division: 135 So. La Salle St., Chicago 3
Pacific Division: Russ Building, San Francisco 4



The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

A colorful 16-page, cartoon-style booklet, "The Magic Bean" is being distributed to members of the trade. Illustrations graphically depict the coffee story from seed to cup and other interesting information. Back cover has room for your own imprint. National Coffee Association, 120 Wall St., New York 5, N. Y.

This illustrated folder describes a flat bag filling and sealing machine which is fully automatic. The filling and sealing are both done by the single machine. Gluc or heat sealing can be used, or a combination of both. It is suggested especially for packaging coffee for glass coffee-makers. Ulbeco, Inc., 484 State Highway #17, Paramus, N. Y.

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic depex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

MAY, 1957

COFFEE & TEA

INDUSTRIES

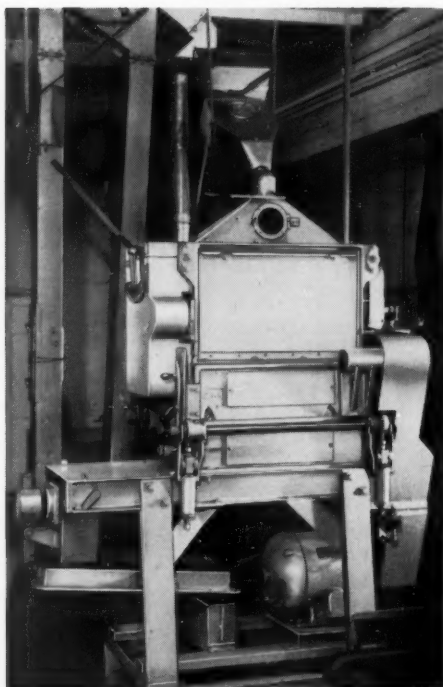
and The Flavor Field

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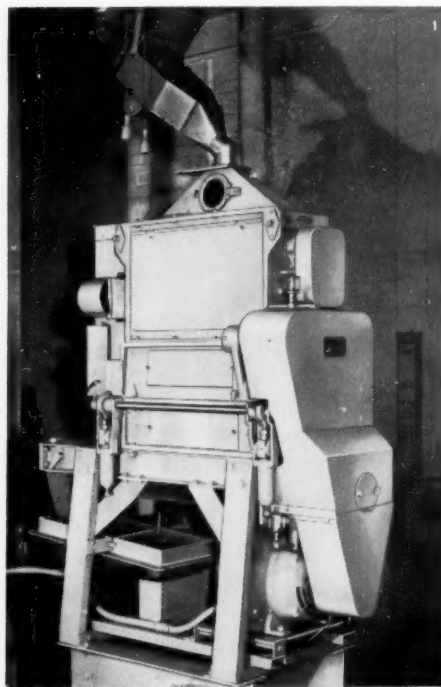


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other building conditions.

Three Burns No. 35-8 Granulators have contributed greatly to the successful functioning of this plant. Their positive settings through a wide range of grinds produce sharply granulated coffee, from regular right down to ultra-fine.

If your grinding and packing department needs improvement, Burns engineers will be happy to assist you with the most up-to-date planning. Just write or call the nearest Burns office.

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ENGINEERS

NEW YORK CHICAGO
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observations on coffee in Africa

How does Africa look to a U. S. green coffee man?

Here are stimulating ideas, based on a recent tour.

By JOHN HEUMAN, Manager
Green Coffee Department
Continental Coffee Co.

The growth of coffee production in Africa, which today makes the area a major supplier of world consumption requirements, strikes the traveler with great force wherever he sets foot on that continent.

It can be reported that production is increasing everywhere, and in view of considerable new plantings in all the producing countries should continue to increase for the next decade.

There are, of course, many things which impress the traveler in Africa in connection with coffee growing, coffee processing and coffee trading methods. But a number of factors appear to be of special significance.

On a continent where all the coffee producing areas with the exception of Ethiopia are either colonies of an European nation or of Great Britain or are protectorates of the United Nations, administered by one of these nations, it is in our opinion interesting to note that the major part of the coffee production is grown on native farms.

The notable exceptions are the areas of Portuguese West Africa, one of the main producers of Robusta coffee; the Arabica production of Kenya; and the small areas adjacent to Lake Kivu where the Arabica growth known as KIVU coffee is produced.

The Robusta coffees produced in the French West African territories, in the protectorate of Uganda and Bukoba, and on the island of Madagascar, are over 90% native grown. The Arabicas of the Ruanda Urundi territory, known as Ociru coffees, a large part of the Tanganyika output and the Arabica production of Ethiopia, are almost 100% native grown.

The progressive attitude of the governments in all these areas, as well as the initiative of the exporters and the growers, is largely responsible for the immense growth of Africa as an important world coffee supplier.

The governments' part in this growth is twofold.

First, in all the areas, extensive aid is being given to the native farmers on care and fertilization of existing coffee trees, as well as in the planting and cultivation of new trees.

The governments are teaching the natives how to fertilize, how to prune, when and how to pick their coffee, and last but not least, how to treat the coffee after picking. New seedlings are generally furnished without charge, and in some areas equipment such as drying frames, hand hulling machines and hand pulpers are being distributed to the growers.

If you realize that in a territory such as the Ivory Coast there are about 100,000 small farms, producing an average of one ton of coffee each, you can appreciate the magnitude of the task which the government has undertaken. Another example is the Ruanda Urundi territory, which produces currently between 250,000 and 300,000 bags of Arabica coffee—grown on 700,000 small native farms! This means, of course, that the average farmer is producing less than one bag of finished coffee!

Secondly, the governments in almost all cases instituted certain export controls designed to raise the standard of quality.

While this is done in a different way in the various territories, the final aim is one that should be welcomed by all the consuming countries. That aim is not only to maintain a good standard of coffee quality but to raise the standard in accordance with the annual progress made by the farming community in relation to the results produced through aid given to the grower.

Government is not alone deserving of the credit for the progress of coffee in Africa. The initiative of private interests, the coffee exporters in the various countries, deserve a large share of the credit. These people, mostly Europeans, have invested immense sums of money to further the cause of coffee. This investment is mainly in the form of plants, warehouses and machinery, all designed to improve the processing and storage of coffee.

This traveler was also greatly impressed with the desire of exporters to determine the wishes of the coffee consuming countries; they are most anxious to have their quality, as well as their packing and exporting methods fit the requirements of the users.

While such areas as the island of Madagascar and Ethiopia still produce and process coffee by the most primitive methods, it can be reported that even in those territories efforts by government and private agencies are beginning to bear fruit in improvement of the quality

(Continued on page 48)





ROBUSTA COFFEE

from

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- Increasingly popular because of uniform blending quality.
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Commercial Counselor to the French Embassy
610 Fifth Avenue, N. Y. 20, N. Y.
CI 5-7974

Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

bringing sense to coffee buying for public institutions

By ROBERT B. SASSEEN, Chairman
National Coffee Association
Institutional Advisory Committee

The coffee break has been one of the big avenues for increased coffee consumption. Why not give coffee another break? I mean the kind of break that will, for buyers of coffee for institutions, restore sanity to specifications, decency to deliveries, and coffee to the cared-for that will give to their meals moments of relaxation, not recrimination.

Institutional coffee buying has long been a source of confusion to many purchasing agents.

Take, for instance, the purchasing agents who found to their astonishment that the market price for green Santos 4's was 58¢ per lb. at the very same time they were paying in the low 40's for coffee described as Santos 4's—roasted, ground and delivered!

Or consider the New York roaster who received an invitation to bid from an upstate mental hospital. But the bid was not for coffee. It was for 560 lbs. of a "coffee extender, 1 ounce of which added to one pound of coffee must be equivalent to two lbs. of coffee."

Abuse of public hospital patients, wards of state institutions and other inmates of government facilities is deplorable. It is costing roasters a large volume of business which could be theirs.

But even beyond these more obvious reasons why it is high time the coffee industry came to the aid of institutional buyers, there is a grave danger that the inferior quality coffee being used in some areas is alienating tens of thousands of current and future consumers. I refer here to the many state-controlled colleges, parks, and recreational facilities where people, unlike those in other institutions, can decide for themselves which beverage they will drink. The natural effects of sub-standard coffee in state colleges can nullify many of our efforts to develop the youth market. Here, again, is that insidious attrition of bad coffee driving consumers away toward competitive beverages.

From the standpoint of the welfare of the coffee industry at large, then, such downgrading of our commodity in public institutions has long cried out for industry action.

That action has now been taken.

For some time the directors of the National Coffee Association have been aware that in the valuable field of institutional buying many states and agencies have been most interested in finding out:

HOW *they could authoritatively and concisely describe in their contract proposals coffee blends that would reasonably meet their needs and purse;*

WHY *they couldn't get an authority to tell them whether they were specifying and getting what they wanted;*

WHERE *they could turn to have their deliveries tested by an impartial authority.*

In response, the National Coffee Association created the Institutional Advisory Committee, with an overall chairman and with members in all parts of the country. Serving under the national committee's direction are three regional panels—each with a chairman—whose members number 19 in New Orleans, 23 in San Francisco, and 47 in New York. These members are experienced green and roasted coffee men who are interested in helping institutional buyers and prospective bidders to understand specifications, needs and contracts. They hope thereby to attract many more bidders, so that institutions will be serviced to their best advantage with coffee.

A letter which the Association addressed to some 50 state purchasing agents on February 27th announced the availability of the Committee's service and described the panels' duties as follows: "a) to advise, assist and suggest to states and other interested parties realistic specifications for coffee procurement so that the best value for the various agencies can be attainable for all departments, such as hospitals, homes and prisons. There will be no charge for this service. b) To advise you on the acceptability of your roasted coffee deliveries against whatever specifications contracted for. For this advice, there will be a charge." (\$10 covering up to 10,000 lbs. of a delivery.)

Conditions under which the service is offered include the insertion in bids or proposals of the statement: "The buyer may immediately after any delivery hereunder submit samples thereof to the Regional Panels of the National Coffee Association which shall, in accordance with its rules, render to the buyer its advisory opinion in writ-

(Continued on page 37)



coffee blends for institutions

These suggestions on blends of coffee for institutional use were developed by the National Coffee Association's Institutional Advisory Committee to meet a need.

The suggestions were requested by state purchasing officials, following NCA's announcement of the new advisory service.

The material on blends was prepared by the Institutional Advisory Committee under the chairmanship of Robert B. Sassee, and was reviewed and approved by green and roasted coffee people in various parts of the country.

It was then presented by NCA in a letter to the state purchasing officials, as carrying out one of the committee's duties, "to advise, assist and suggest to states and other interested parties realistic specifications for coffee procurement."

Here are highlights from that letter to the institutional buyers. . .

The various combinations of coffee growths are generally available to your suppliers and could fit any need and any budget of institutional buyers. (Obviously, other blends and suggestions for specifications by local suppliers can be considered.)

The institutional buyer, knowing what he wants, should specify it clearly so that the coffee supplier is aware of his obligations thereunder. More suppliers will bid when they know the clear specifications and that their deliveries are subject, if questioned, to careful scrutiny by coffee experts.

It is the suggestion of the Institutional Advisory Committee that the traditional use by institutional buyers of only Santos or Colombian coffees should be augmented by including other meritorious coffees.

In the accompanying suggested blends, reference is made to:

Mild coffee
Brazil coffee
Robusta coffee

Therefore, where these specific names are indicated, they are intended to include any of the following specific varieties listed under those respective captions:

Under Milds you could permit the supplier to use any of the following:

Colombian Excelso Washed—Usual Good Quality
Mexican, Washed Prime
Salvadoran, Washed Central Standard
Guatemalan, Washed Prime
and other Washed Arabica coffees of equal merit

Or, you may restrict your specifications to any one of the above.

Under Brazil you could permit the supplier to use any of the following:

Santos	}	to be Strictly Soft,
Paranas		Medium Bean or bet-
Rio		ter, Greenish, Solid
Angra dos Reis		Bean, Good Roasters

Or, you may restrict your specifications to any one of the above.

Under Robusta you should permit the supplier to use any of the following:

Any Robusta coffee of
Eastern or Western
Hemisphere growth

of quality no lower
than "Fair Average
Quality" deliverable
under any Green
Coffee Association
contract of New
Orleans, New York
or San Francisco

SUGGESTED BLENDS

Type A—fine blends

Very good blends for colleges, hospitals and all other places where it is intended to serve fine coffee.

1. 70% mild coffees
30% Brazil, Santos 4's
2. 50% milds
50% Brazil, Santos 4's
3. 30% milds
70% Brazil, Santos 4's

Type B—good blends

These blends can be used in the above places and as the name designates, they are good blends.

1. 30% milds
50% Brazil, Santos 4's
20% Brazil, Parana 4's and/or Santos 4's
2. 40% milds
30% Brazil, Santos 4's
30% Brazil, 4's
3. 20% milds
40% Brazil, Santos 4's
40% Brazil, 4's

Type C—serviceable blends

The following blends are called "serviceable blends." These blends are generally strictly soft, pleasant and to a great extent can be used anywhere where a good cup of coffee is desired and yet not an expensive one. These blends may be used in such places as public hospitals, public institutions, prisons, etc.

1. Brazil, Santos 4's
2. 70% Brazil, Santos 4's
30% Brazil, 4/5's
3. Brazil 4/5's and/or Brazil Santos 5/6's,
straight or blended

(Continued on page 37)

DISCOVER *YOUR* COFFEE FUTURE ... *in an INSTANT*

You can read your own coffee future now without the aid of a gyp-sy . . . not in tea leaves . . . not in coffee grounds . . . nor with palming. Read your coffee future in the billions of check-out tapes at America's supermarkets and food chains. You'll see proof that instant coffee is about the hottest dry grocery item in the food stores . . . that the present share of instant coffee volume to

all coffee sales offers you the clue to your coffee future.

So . . . it's no trick looking into the future of the coffee business. It's done, not with mirrors . . . but with jars; hundreds of millions of them. Jars full of instant coffee, selling at the dazzling volume of \$500,000,000.00 per year. Your coffee future depends on the share of market you can get *in an instant*.

MAKE YOUR COFFEE FUTURE BRIGHT

Now is the time to launch your own instant coffee brand. COFFEE INSTANTS, INC. offers you the *right* product at the *right* price, supporting you with a marketing program that puts you in business . . . *right*.

Our quality blends are equal, in cup quality and character, to the best selling national brands;

outselling most national brands in most of the nation's food stores.

That's why more leading roasters, food chains and retail co-ops have switched to COFFEE INSTANTS in the first quarter of 1957, than any other private label processor of instant coffee in the world.



COFFEE INSTANTS, INC.

133-23 35 AVENUE, FLUSHING 54, N. Y.

One of America's Leading Processors of
Instant Coffee for Private Brand Distribution

coffee in Venezuela

By MANUEL DELGADO ROVATI, Chief
Division of Agricultural Economy
Ministry of Agriculture and Husbandry

Coffee at the present time constitutes the prime export product for Venezuela, and an important basis for the well-being of approximately 20% of its population. According to the 1950 coffee census, there are 60,239 coffee farms in the country, with a total area of 339,032 hectares.

Coffee cultivation is localized in the mountainous area which, starting from Táchira State, runs through the north zone of Venezuela, with the following distribution: Andes Cordillera 46.2%, Coastal Range 36.9%, Eastern Block 13.5%, other zones 3.4%.

The coffee crop represents a bit over 20% of the total value of agricultural production in Venezuela. In 1954, coffee exports represented 1.98% of the total value exported by Venezuela, and 54.80% of the exports, excluding oil and iron. Average production in the last three years has been 916,589 60-kilo bags, domestic consumption accounting for almost 40% of this figure.

The cultivation of this bean has contributed in a very definite manner to soil and water conservation in the mountainous regions where it is practiced, and which, incidentally, are the most thickly populated areas in the country. All these reasons, together with the effects brought about by Venezuela's fast economic development of agricultural lands, and the lengthy periods of depression in coffee prices, have originated a defensive movement in the domestic coffee industry to the end of promoting stability and stimulating progress.

In this connection, official efforts have been organized and directed along the following lines:

1. Increasing production yield per unit, and improving processing techniques.
2. Financial support to coffee production through agricultural credit.
3. Encouraging expansion of domestic coffee consumption.
4. International cooperation in the search for solutions toward stabilization of the world coffee markets.
5. Subsidizing exports.

The Ministry of Agriculture, through its Coffee Department, has been conducting an extension campaign intended to bring to the farm the application of sensible norms of agricultural operation as well as objective teaching of coffee tree management and processing of the product.

This campaign is being conducted in seven regions in this country by a staff of agricultural engineers, agricultural experts and practical coffeemen attached to the zones of the Ministry of Agriculture.

In the last six years, the campaign has brought benefits to over 15,000 farms, giving them technical assistance in the cultivation and processing of the bean, in addition to financial help to carry out actual improvements to

stimulate the coffee grower to surpass his production methods. While the yield per hectare is still considered low, compared with other countries, the progress achieved is considered satisfactory, especially taking into account that some plantations were deserted during the periods of crisis.

The increase is emphasized in the production of washed coffee. This fact is revealed by the exports of this type of coffee, which have increased from 45% to 72% of the total quantity, with consequent financial benefit to the producer.

The work being done by the campaign may be summarized as follows:

Growing

1. Sowing coffee trees in nurseries, using selected seeds of the "Typica" and "Bourbon" varieties.
2. Planting coffee trees at the final locations for re-sowing and forming new plantations.
3. Sowing temporary shade trees.
4. Sowing permanent shade trees.
5. Combating and preventing pests and diseases.
6. Soil protection, by means of erosion-preventing ditches, terraces, live and dead barriers, humidification trays, drainage, etc.

(Continued on page 46)



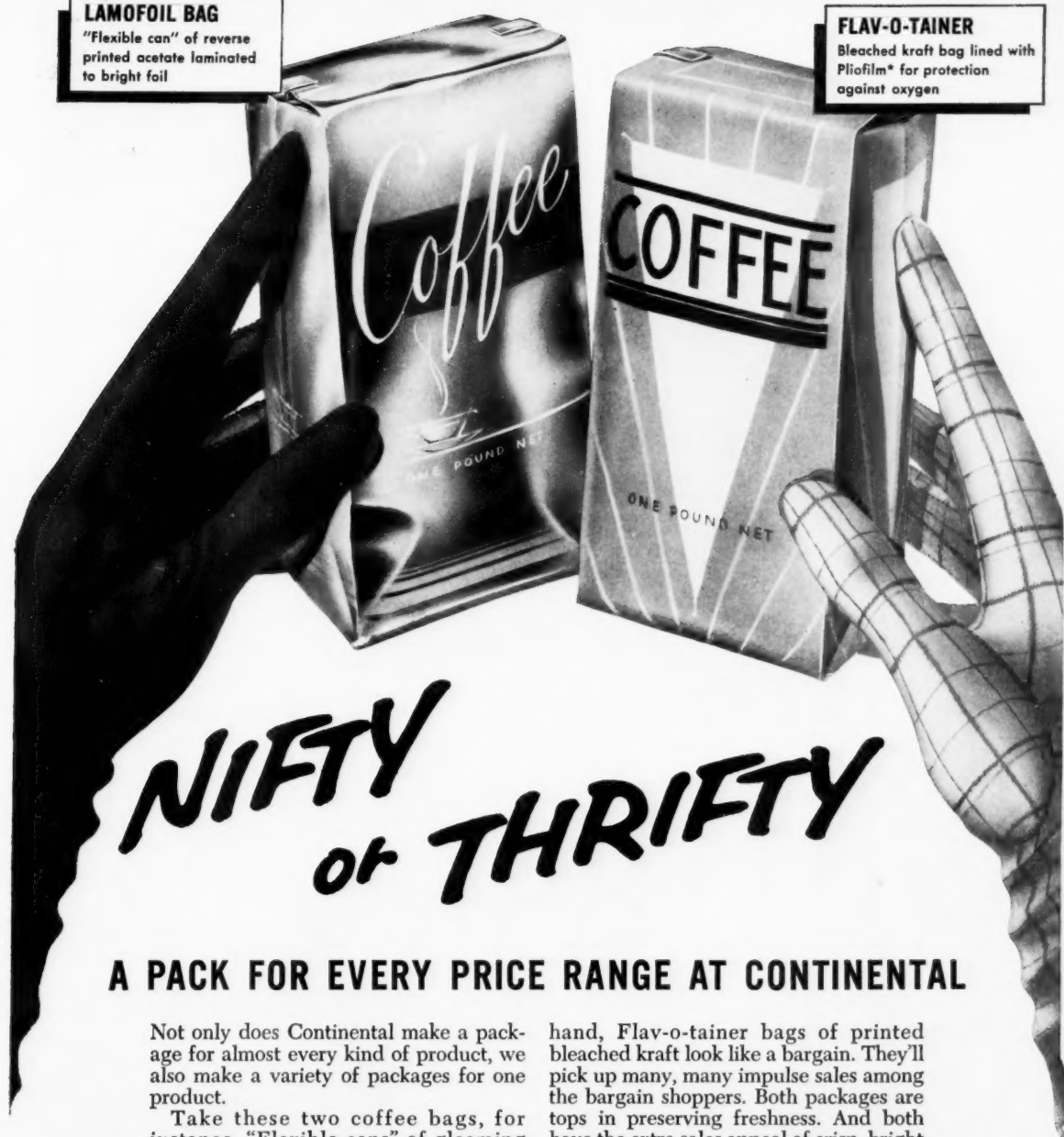
Fred H. Silence, vice chairman of the National Coffee Association, presenting to Pan-American Coffee Queen Analida Alfaro a sterling silver bracelet symbolizing coffee as the economic link between the continents. This was at a reception in her honor tendered by NCA officers and directors. The attractive Coffee Queen toured U. S. and Canada, including a visit to the White House, in Washington, D.C.

LAMOFOIL BAG

"Flexible can" of reverse printed acetate laminated to bright foil

FLAV-O-TAINER

Bleached kraft bag lined with Pliofilm* for protection against oxygen



A PACK FOR EVERY PRICE RANGE AT CONTINENTAL

Not only does Continental make a package for almost every kind of product, we also make a variety of packages for one product.

Take these two coffee bags, for instance. "Flexible cans" of gleaming Lamofoil make real standouts on the shelf. They are bound to sell because they attract the customers and let them know that this is a quality product. On the other

hand, Flav-o-tainer bags of printed bleached kraft look like a bargain. They'll pick up many, many impulse sales among the bargain shoppers. Both packages are tops in preserving freshness. And both have the extra sales appeal of crisp, bright Shellmar-Betner printing.

Whatever your flexible packaging needs, we can fill them at Continental. Call us today.

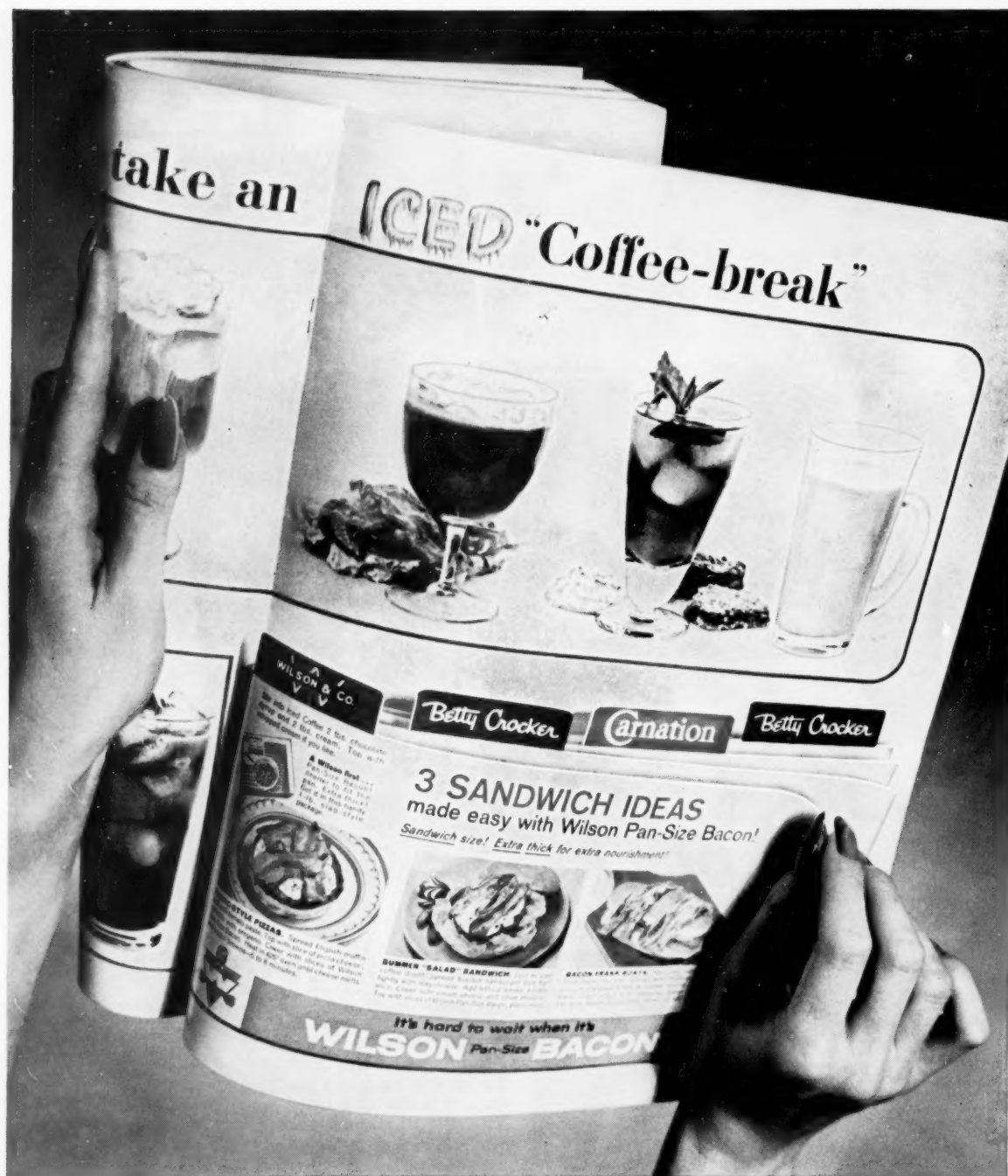
*TM, THE GOODYEAR T. & R. CO.

CONTINENTAL © CAN COMPANY



SHELLMAR-BETNER DIVISION

QUALITY PRINTERS AND CONVERTERS OF FLEXIBLE PACKAGING MATERIALS



P.A.C.B. insures summer sales! Spearheading this year's big "Take an Iced-Coffee Break" promotion will be this unique eye-catching ad — a type never before used in any general-weekly magazine by a food advertiser. Used by the Pan-American Coffee Bureau, this unusual "Dutch-door" fold is one of the best ad techniques (or merchandising ideas) for related-item selling. The individual pages focus attention on the advertisers — Betty Crocker, Carnation and Wilson — and the special-size pages themselves give extra dramatic impact!

Watch for this spectacular ad in the June 15 issue! It's another Post first — the kind of "pioneering" that makes it the magazine food advertisers depend on to do the big selling job!

The Saturday Evening
POST

A CURTIS MAGAZINE

—builds brand names

business, baseball golf and fun

recipe for a successful convention — PCCA-Pebble Beach style

The Del Monte Lodge, Pebble Beach, Calif., is chosen from year to year as the site for Pacific Coast Coffee Association conventions because of its great beauty, an intriguing golf course and superb accommodations. It is a worthy place for PCCA to begin its second 25 years of service to coffee men.

This year's convention is being held May 27th through May 29th.

The board of directors of the National Coffee Association has planned a meeting at Pebble Beach on Monday, May 27th, to dovetail with the convention.

A cocktail party to honor the NCA board will be given Sunday evening by the PCCA directors.

Guests begin arriving at Pebble Beach Sunday, and some of the ambitious golfers try out their game on the course. Monday is usually the day for registration and meeting of old friends, with the day and evening devoted mostly to the social side of the convention.

General Meeting

Tuesday morning the general meeting will be held. President Heathcote will introduce distinguished guests and make his report, as well as receive reports from regional directors and chairmen of various committees.

Among the speakers will be John F. McKiernan, NCA president, Charles G. Lindsay, manager of the Pan-American Coffee Bureau, and Eugene G. Laughery, president of the Coffee Brewing Institute. A demonstration of coffee brewing will be made by John C. Leach, research representative for the western division of the Coffee Brewing Institute. The NCA movie, "The Magic Cup", will be shown.

Following the session, the PCCA board of directors will meet.

Baseball Classic

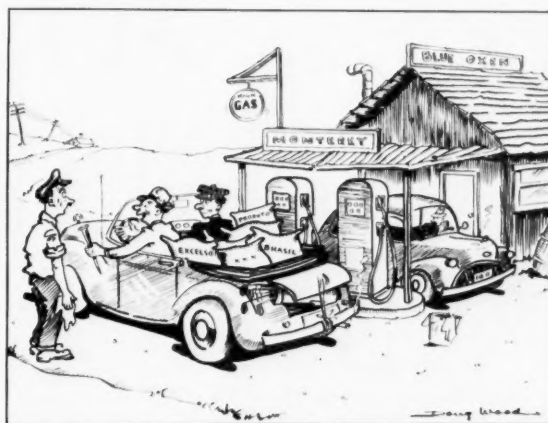
During Tuesday afternoon, beginning at 3 o'clock, the annual baseball classic will be held between the Greens and the Roasters.

Many new and spectacular features are being added to the contest this year. The spirit of rivalry has grown to unparalleled heights under the able leadership of Norm Johnson for the Greens and Neal Hopping for the Roasters. They are going to put on a show that coffee men should not miss. New talent of big league caliber is being added by the inclusion of the allied industries. It is reported there are professionals among them.

In addition to the players, there will be plenty of atmosphere, including the weather, noise, prizes and

Trade Roast

By DOUGLAS WOOD



"Thanks, Mac — help yourself to a couple of pounds with this. We have all our money tied up in spots!"

peanuts. Hawkers will publicize their concessions. (Note: Additional concessions are open. See general manager Beck Rowe. They are going fast.)

Bud Dominguez is handling the publicity and he knows how to bring in the crowds. Come early. Purchase your ticket at the hotel, and obtain your score card. The game will be fast and furious.

Two lively young bat boys have been selected, Oswald Granicher and Charlie Nonenmacher, to look after the equipment. Every player will sport a new and novel uniform. In spite of a backlog of talent, both managers are looking for players to sign up. They want to increase the depth of their manpower. Broken down golf players will be accepted: age limit, 60. Come early and stake out your seat on the grass. Remember the time, 3 p.m. Tuesday.

Calcutta pool

One of the highlights of the convention and an occasion which has possibilities of excitement is the Calcutta auction, which will be held Tuesday evening, May 28th when teams of two players will be auctioned to the highest bidders. Some of the best voices and auctioneers of the coffee industry will swing into action and work up the bids on favorites. The proceeds go into the Calcutta pool.

(Continued on page 31)

No Better Flavor than . . .

East Coast

PRIVATE LABEL INSTANT

Priced competitively against any other brand!

Here's an instant made of Real Coffee and nothing else! Only full-roasted sweet drinking coffees are used, in a full-flavored and aromatic blend. East Coast Instant is rich, heavy bodied, fragrant. Our special clarification process removes all fats and oils. This gives extra long flavor life to this remarkable product.

No matter what private label brand you may now be using, it will pay you to test East Coast in comparison with it. Even coffees selling at a much higher price. For it's an

open secret in New York's coffee district that East Coast has developed one of the finest instants to reach the market yet. Glad to send you free samples.

East Coast Instant is the result of 60 years NATHOR experience. You know the famous NATHOR name; you can rely on it!

Everyone we know that's tried it, wanted to buy it! Send for your sample today and see what is causing such a flurry of excitement in the New York market.

Result of 60 Years NATHOR Experience!

East Coast Coffee Corp.

601 West 26th Street, New York 1, New York, Tel: BO 9-0148

Cable Address: NATHORCOF, N. Y.

SAMPLES FREE! TEST EAST COAST AND BE CONVINCED.

prices, production and marketing

By EUGENE T. HEATHCOTE, President
Pacific Coast Coffee Association

About this time of the year, it is usually the custom for an outgoing president to give a resume of pertinent events that have happened during the year of his administration. In this article I will try to reminisce on these events, and the results they have had on the coffee industry of the Pacific Coast during that time.

First of all, the region of the Pacific Coast has shown the most consistent population increase of any area in the United States. California alone in the last six years has added almost 3,000,000 people to its population, and while the other Pacific Coast states have not had such a large increase, percentagewise they have done almost as well.

With such a large increase of possible consumers, it would be logical to expect the imports of green coffee into the Pacific Coast in the last dozen years or so to have increased at least 25%. Unfortunately, this has not been the case.

As far back as 1944, importers on the Pacific Coast reported arrivals during that year at slightly over 3,000,000 bags. Since then, the imports have averaged more or less the same—which can only mean a decrease in per capita consumption in these States.

There are many ideas as to the cause of this decrease.

A few years back, the National Coffee Association conducted a survey on public attitudes on coffee. They found that the price factor was the main deterrent to increased consumption.

The matter of prices was brought to the attention of the consumer very forcibly, even by various people in our own government, probably due to the fact that coffee advanced too sharply at various times because of crop failures and inadequate reporting as to available stocks in producing countries. Unfortunately, the news that was carried about these things made it appear to many consumers as if those in the coffee industry were gouging the people, pricewise. Although all the investigations proved this to be groundless, the stigma still remains, causing a less friendly atmosphere among the consuming public. Fortunately, due to the splendid work of the National Coffee Association, the Pan-American Bureau and the Coffee Brewing Institute, we



have overcome, to a great degree, this misunderstanding.

All must admit that the present price of coffee, figured per cup, is not very high, being somewhere around 2¢ per cup. Still, in the consumer's mind, the pound of coffee at over \$1.00 in the market basket causes a tendency to economize as much as possible on this commodity. This feeling has led to what is commonly called "coffee stretching", not only in homes throughout the nation, but in public eating places as well.

It is my opinion that the number of cups served throughout this area has increased with the population to a much greater degree than the imports indicate, but that due to "coffee stretching", less coffee is used.

The Coffee Brewing Institute has tried to bring this forcefully to the attention of restaurant and hotel men by demonstrating stretched and properly brewed coffee to various groups of women, such as the PTA and others. They are trying to point out to them the difference between properly brewed coffee and that which is watered. In other words, they are trying to demonstrate that to obtain a proper brew, no more than 40 cups should be made per pound. It has been found, in recent surveys, that this has been stretched as much as 100%. It is clearly understood that such a practice cannot help the coffee industry.

The value of a good cup of coffee was borne out as long ago as 1701, when Osman, an innkeeper, was made king of Tripoli solely because he brewed the best coffee in the country.

Another factor upsetting to the orderly marketing of coffee has been efforts made by various producing countries to regulate the price received for their product.

It is clearly understood by the coffee industry of the United States that it is necessary for producers of coffee to receive proper remuneration for their labors. We certainly would be the last to suggest that the suppliers of this important commodity to the United States should not be amply paid for their product. But in looking back on efforts such as price control, that have been made in the past with disastrous results, we honestly feel that these steps cannot be made without support from every coffee producing nation, adequate storage facilities and an abundance of cash. Even if it were possible to obtain this, the results could only be an overproduction of coffee at some future date, with the resulting disaster of a crash in prices, such as we have seen happen in Brazil in years past.

(Continued on page 31)

TURFAIT & CIE S.A.

COFFEE and COCOA BROKERS

*Representing Main French Shippers for Export
and Reliable Shippers for Import to France*

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MARSEILLE 5° — 82, Boulevard Chave — Tel: Garibaldi 69.61

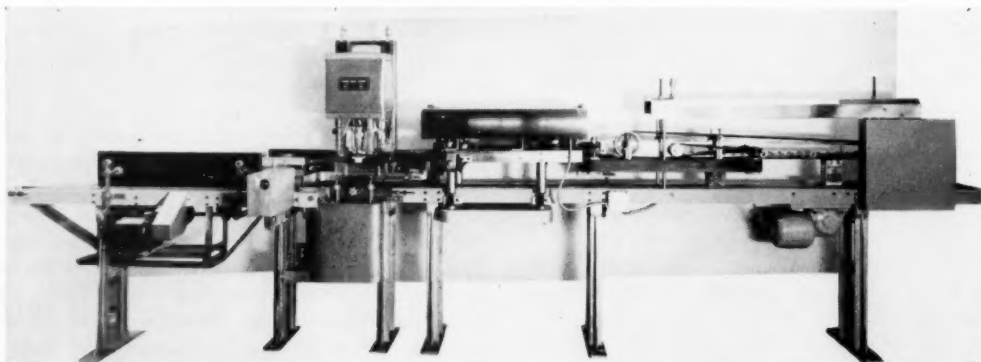
BORDEAUX — 62, Rue Ferrere — Tel: 44.66.39

LE HAVRE — 97, Boulevard de Strasbourg — Tel: 42.22.11

General Cable Address: TURFECO — Codes: Acme & Supplements

TEMPO-VANE AUTOMATIC BAG-LINE

Available, in separate units which can be used with other existing equipment.
Illustrated left to right: Tempo-Vane Bag Tucker with vibrator conveyor and
Tempo-Vane bag heat sealer and gluer.



TEMPO-VANE MFG. CO.

330 FIRST STREET

SAN FRANCISCO, CAL.

EVERYTHING for the COFFEE INDUSTRY

COMPLETE COFFEE GRINDING MILL OVERHAUL AND EXCHANGE SERVICE

the coffee year

By MARK M. HALL, California Representative
Coffee & Tea Industries

In reviewing coffee for the past year, it is interesting to note where the green coffee man seemed to anticipate the market, and where he didn't. It must be noted that opinion is varied, but an effort is made to record what seems to be the prevailing opinion at the time. It could be that when importers find themselves short of spots, with premiums good, or when they become weak, with a range in prices for the same grade, at least some men might have guessed wrong. There is no way of knowing to what extent any importer profited by his foresight, or lost by it. Suffice it to say they all seem to be in business and doing well.

A year ago, in May, Colombians were spurting up with a strength set to rival the bulge in February, the futures for the former month reaching 74 cents. Reasons given for the rise were that rains had reduced the quality of the Brazil crop and roasters had to look to milds. Centrals were scarce and milds would be in a squeeze until the new crops came in according to forecasts of local green men who had anticipated in May that prices would remain strong until the first of the year. Santos 4's were at 56½¢ ex-dock San Francisco. Affloats were at about the same price and seemed to be doing better than spots. Local men had their doubts about the usual summer slackness affecting the strength of the market. Apparently, they were correct as the season developed.

All of this spectacular rise came in spite of United States Department of Agriculture reports that there was no real shortage of milds, and the inference that it must be a shortage of quality Brazils gave the Colombians the chance to force up the market. During May, roasters had been buying on a hand-to-mouth basis, after feverish roastings earlier in the year. It was anticipated, however, that roasters would have to give way soon to build up their summer stocks. June showed a pick-up in buying, but after needs were taken care of, the market settled back to dullness. Colombians for July were closing at 79½¢ and Brazils at 59.90¢, and coffee men were wondering if they would go any higher.

The spread between Colombians and Brazils had reached around 19¢ and green men speculated as to which coffee would move to close the gap. Green men, looking ahead, were anticipating that December would see a slump in mild prices, and they were not far off in their guess. Also, in this skyrocketing of milds, they predicted that the ratio in the sales of milds to Brazils would change in favor of Brazils, and future months verified their judgment.

It was felt by green men that the roasters could not stay out of the market beyond August or September.

Predictions were made in July that September might see the roasters paying even higher prices for milds and top grades of Brazils. The peak of the movement was reached during September. After that, the movement spent its force and weakness developed.

During the period of high prices in green coffee, roaster prices reached the dollar mark and above. Roastings were holding up well, and at the time there did not seem to be any evidence of consumer resistance. Brazilian coffee imports showed greater increases on the Pacific Coast, along with Africans. Weakness continued in milds, with Brazils holding up better, and the spread between the two was reduced.

In November, green men again complained that roasters were not buying. The latter seem to buy in spurts and most furiously when the market is strong, and shut off almost completely when the market breaks, as it did in the latter part of December. Stores seemed to be well supplied, and that was no stimulation to roasters. It began to be felt that high prices were having their effect on the purchases of the public, that they were shifting from the higher-priced vacuum packs to the lower-priced vacuum packs and to bag coffee. The public was not drinking less coffee; however, this movement was to develop as the months rolled along. November also saw the dock strike, but its effects on the coffee market were not serious. Increased measures were taken in Brazil and Colombia to strengthen the market.

As December wore on, increasing interest was shown

(Continued on page 33)



This poster for Boyd's Coffee won an award in the fifth annual local outdoor advertising contest sponsored by the Outdoor Advertising Association of America, Inc. It took third prize in one of the divisions for complete poster campaigns. It was handled for the Boyd Coffee Co., Portland, Ore., by the Showalter Lynch Advertising Agency. Sales results weighed heavily in judging.



Del Monte Lodge, Pebble Beach, California
PCCA Convention Site

Convention Greetings to the P.C.C.A.



May 27-29

Del Monte Lodge
Pebble Beach, California

J. ARON & CO., INC.
GREEN COFFEE IMPORTERS
242 California Street
San Francisco

BUNGE COFFEE INC.
COFFEE IMPORTERS

San Francisco New York Los Angeles

JABEZ BURNS & SONS, INC.
COFFEE AND TEA PROCESSING MACHINERY
Western Office: 22450 Havenhurst Drive
Los Altos, Calif.

BURTON, PARTLAND & CO., INC.
CERTIFIED PUBLIC WEIGHERS SINCE 1914
Carloaders Reconditioners
221 Front Street San Francisco

CALIFORNIA COMMODITIES CORP.
214 Front Street
San Francisco 11, Calif.

GEO. W. CASWELL CO.
COFFEE ROASTERS
642 Harrison Street
San Francisco

FITZPATRICK & HOFFMAN, INC.
GREEN COFFEE
210 California Street
San Francisco

MARCEL S. GARRIGUES CO.
CERTIFIED PUBLIC WEIGHMASTERS
Specializing in Green Coffee
104 Commercial St., San Francisco 11, Calif.

W. R. GRACE & CO.
Colombians
Brazils Central Americans
Ecuadors
New York San Francisco

GRACE LINE
SERVES THE WEST COAST TRADE
Los Angeles, San Francisco,
Portland, Seattle, Vancouver

HARRIS & BISSELL
CARGO SUPERINTENDENTS
CERTIFIED PUBLIC WEIGHERS
200 Davis St., San Francisco

HILLS BROS. COFFEE, INC.
COFFEE ROASTERS
San Francisco, Calif.
Edgewater, New Jersey

JOSEPH G. HOOPER JR. CO.
GREEN COFFEES
210 California St.
San Francisco, Calif.

LEON ISRAEL & BROS., INC.
COFFEE IMPORTERS
Brazil — Colombia
160 California St., San Francisco 11, Calif.

JEWEL TEA CO., INC.
COFFEE ROASTERS
Los Angeles 43, California

Best Wishes
to the
Annual
Convention



Midway Point, near Del Monte Lodge, PCCA convention site

Pacific Coast Coffee Association

JONES-THIERBACH COMPANY

IMPORTERS
431 Battery Street
San Francisco 11

G. W. KONIG & SON
CERTIFIED PUBLIC WEIGHMASTERS
147 Drumm St.
San Francisco

R. N. LUSCOMBE CO.
ROASTERS & PACKERS
LUSCO COFFEE
367 Second Street
Oakland, California

HARRY D. MAXWELL
AGENTS—HARD & RAND, INC.
220 Front Street (11)
San Francisco

W. L. McCLINTOCK CO.
AGENTS—BROKERS, COFFEE AND SPICES
103-105 Clay Street
San Francisco 11

W. J. MORTON, INC.
IMPORT COMMISSION AGENT & BROKER
108 South Central Avenue
Los Angeles

H. M. NEWHALL & CO.
IMPORTERS
Newhall Bldg.
San Francisco 11, Calif.

BENJAMIN J. OLDER

RUSS BUILDING
San Francisco

GEO. W. REED & CO., INC.
ALL TYPES GREEN COFFEE
210 California Street
San Francisco 11

H. G. RENEBOME
GREEN COFFEE
260 California Street
San Francisco 11

ROYAL CORONA COFFEE CO.
DIVISION OF CONTINENTAL COFFEE CO.
621 Western Avenue
Seattle 4, Wash.

SAN FRANCISCO WAREHOUSE CO.
CATERING TO THE COFFEE TRADE
605 Third Street
San Francisco

SCHILLING
Division of
McCORMICK & CO., INC.
301 Second St., San Francisco 7

WELLMAN COFFEE CO.
ROASTERS & PACKERS
335 Embarcadero Street
San Francisco
"Over 100 Years"

GREETINGS

B. C. IRELAND, INC.

Established 1885

IMPORTERS

AGENTS AND BROKERS IN

COFFEES

SPICES • SEEDS • TEAS

241 CALIFORNIA STREET

SAN FRANCISCO 11, CALIFORNIA



Coffee

American Trust Company has long played an important part in the financing of all phases of the Coffee Industry. We are keenly interested in maintaining and building the San Francisco Bay

Area's position as one of the leading coffee centers in the nation. We invite inquiries regarding your financial needs.

Resources over \$1,500,000,000

Member Federal Deposit
Insurance Corporation

AMERICAN
TRUST
COMPANY

BANKING
Since 1854

HEAD OFFICE: SAN FRANCISCO

downgrading is dangerous!

By MANNY ROSEN, Director
Roast Division
Pacific Coast Coffee Association

As the Pacific Coast Coffee Association assembles in convention again this year, the perennial question arises, "In what direction is the coffee business headed?"

San Francisco has always been regarded as a center of good quality coffee, and so it is natural that the members of the coffee industry on the Pacific Coast are concerned with quality and its effect on the business.

We've come through the ups and downs of price cycles, and have retained for coffee the undisputed title of "America's Favorite Beverage." But is the title secure? Popularity can be as short-lived as today. It isn't only the fact that competition from other beverages is keener than ever. It isn't only that they are pressing with aggressive advertising campaigns. More important than these, the coffee industry must guard against recession from within.

The point in consideration is *QUALITY*. There is no greater danger to the future of any coffee roaster than to reduce the quality of his coffee! Or to tell his customers to water, stretch, or extend his coffee. In fact, there is no greater danger to the entire coffee business.

Coffee has attained its universal popularity because the hearty, cheerful, delicious full-bodied cup of fragrant brew is synonymous with enjoyment. Whether it's to complete a meal, or to relax with during a break, there's nothing more enjoyable than good coffee.

Our goal then should be to give the consumer all this enjoyment, again and again. It's our job to see that the consumer gets a good cup of coffee and comes back for more. It's quality, not price, that will do the selling job. Regardless of what it costs for a good cup of coffee, it's worth it.

Too often the matter of price is given consideration and quality suffers. And too often in such cases we can see the consumer deciding that this is not the enjoyable beverage he thought it was. Perhaps he would try tea at the next meal, or milk, or a soft drink at the next break.

The factor of quality is fully recognized by our associations. We have brewing committees stressing good preparation of the coffee. We have advisory committee offering their help to institutions in setting standards. But it's up to the industry members themselves to maintain the good quality of the coffee being produced.

If our customers become satisfied with an inferior brew of coffee, and lose their taste for quality, we may be on our way to losing our customers. Now, more than ever, let's stress quality.

Mark my word

By MARK M. HALL

In Colonial days, the early inhabitants of our country had Poor Richard's words of wisdom by Ben Franklin, "A penny saved is a penny earned." In more modern times the lovelorn and the troubled looked to Dorothy Dick for comfort and advice. Vincent Peale in a thousand newspapers and over the radio tells people how to tone up their moral life and begin anew. But it remained for Mark M. Hall, long-time California representative of Coffee & Tea Industries, to do something for the coffee man. We hope you receive from "Mark my word" at least a fraction of the lift you get from a cup of well brewed coffee.—Editor.

How to fire a young coffee man

Don't be too ready to fire the man who works for you. If you want to do something about it, fire him with ambition.

What you are trying to do in your business may be an old story with you. You live with it, sleep with it and it fills your mind.

But do you talk it over with the young man? Probably not. You look at him as an outsider whom you pay to do a certain job, and then you expect him to respond to the big dream which fills your mind.

Now just climb down off your high-horse—and don't get your feet caught in the stirrups, either. Buttonhole your young man, and breathe a little of your dream into him. He may come to life quicker than you think, and light up with some of your flame.

The world is full of men who live on the fine balance between success and failure. They have good minds and ambition, but need a push to get started. They require a warm-hearted interest and the security of belonging to an organization which wants them.

Are you a boss with the limitation of a one-man operator who can't trust anyone but himself to do a job? If so, you will probably never know why you can't build an organization.

Give the young man a chance . . . by first making good as the boss.

M·J·B CO.

COFFEE • TEA • RICE



665 THIRD STREET
San Francisco, Calif.

Branches

LOS ANGELES • PORTLAND
SEATTLE • SALT LAKE

Greetings and best wishes to the
Pacific Coast Coffee Association on
the occasion of its annual convention, at
Pebble Beach. We look forward to a
meeting filled with good fellowship.

E. A. JOHNSON & CO.
166 California St. San Francisco, Calif.

the San Francisco Coffee Club

soothes the fevered brow

By ROBERT A. MANNING, President
San Francisco Coffee Club

The San Francisco Coffee Club heartily welcomes delegates and guests to the Pacific Coast Coffee Association convention at Pebble Beach. Those of us who plan to attend are looking forward to renewing acquaintances with representatives from other parts of the country.

This article will give you a brief description of the purpose and functions of our club. The by-laws read as follows: "The San Francisco Coffee Club is an independent association formed by and for the benefit of any and all persons connected with the coffee industry of Northern California. Its sole purpose shall be the promotion of social contact between its members, and its activities shall be exclusively of a recreational and social nature. The club shall have no connection with any business matters or trade relations."

The club, since its organization in 1935, has successfully served the purpose for which it was formed. Members from the "green" and "roast" sides of the trade enthusiastically welcome the opportunity to get together on a social level. The friendships and goodwill established by these meetings have led to pleasant business relationships between competitors and between roasters and suppliers.

We look forward to the club parties with keen anticipation. They are held three or four times a year and scheduled so as not to interfere with conventions or other trade activities. Attendance is from 60 to over 100 men. The settings are various golf clubs throughout the Bay Area. In the afternoon we conduct a medal play golf tournament.

The club boasts some low handicap hotshots, notably Jim De Armond, J. A. Folger & Co.; Bill Lynch, Grace & Co.; Weldon Emigh, Weldon H. Emigh Co., Inc.; Bob Quinlan, B. C. Ireland, Inc.; Ced Sheerer, Ruffner, McDowell & Burch, Inc.; and others. However, there are those who never play except at these tournaments, and they quite often have to finish out their games with flashlights.



A banquet features the evening's activities. Golf prizes are awarded to low net, low gross and guest winners. A large assortment of door prizes is also given out, followed by entertainment, which may be professional or from the creative imaginations of the members themselves.

Various games of skill and chance are popular before and after the banquet. One box liar's dice, one of the favorites, requires skill luck and a keen psychological insight into the character and integrity of the other participants.

The parties are friendly and informal, something like a poor man's convention without business meetings.

Officers elected to serve with me during 1957 are:

Secretary-treasurer, Jack Schimelpfenig, Anderson Clayton & Co.

Directors: Ernie Kahl, Ruffner, McDowell & Burch, Inc., last year's president; Bob England, Hills Bros. Coffee Co.; Vern Aldrich, Bunge Coffee, Inc.

This group is working hard to make this year's program as successful as those enjoyed in the past. We have lined up an interesting schedule. On April 26th, we held our convention warm-up at the Meadow Club across the Golden Gate Bridge in Marin County. On October 1st, we meet at the San Francisco Golf Club, site of the 1955 National Coffee Association tournament. On December 13th, we move down the Peninsula for the Christmas party at the Peninsula Golf Club.

The club's minutes book records an interesting history. The first party was in August, 1935, at the Crystal Springs Golf Club. No entertainment was provided, but various members got up and gave speeches. Perhaps the art of story-telling and impromptu speaking flourished more in those days than now.

The first slate of officers were men who are well known in the trade today: President, Joe Hooper; secretary-treasurer, Ed Bransten, Jr.; directors, Jim De Armond, Walter Granicher and Bill Morton.

In prewar days, "green" vs. "roast" baseball games were played in Kezar Stadium. In one of these games, Andy Glover, of Manning's Coffee Co., was the hero for the roast team. He was playing center field, which was a precarious position, because some kids were playing a game of their own in back of him. He had to

(Continued on page 34)

VB

THROUGH THE YEARS A DEPENDABLE MARK

Coffee Importers

OFFICES AND REPRESENTATIVES
IN ALL PRINCIPAL PRODUCING AREAS

VOLKART BROS. INC.

120 WALL STREET

HAnover 2-9400

NEW YORK 5, N. Y.

CABLE: "VOLKART"

VERY UNUSUAL OFFERING

FOR SALE PIECEMEAL OR AS COMPLETE UNIT MOST UP TO DATE COFFEE ROASTING PLANT

Used Very Little . . . New 1951

AVAILABLE AT SPECIAL LOW PRICES
FOR QUICK SALE FROM PRESENT LOCATION

All Equipment Is Ready For Immediate Shipment — Can Be Inspected

3—Burns Thermo Coffee Roasters, Style 23R, Built in 1951, Serial Nos. 739, 740, 741.

3—Jabez Burns Stirflex Cooler Assemblies, 500 lb. capacities.

3—Automatic Roasting Control Units.

3—Rotex Temperature Color Control—Foxboro Co.

1—Green Coffee Mixer or Blender for 20 bags of green coffee, Jabez Burns #2, with dust fan and 10 HP motor and 2700 lbs. Feeding and Discharge Bins, Collector, etc.

2—Burns 8 Roll Granulators with 15 HP motors, feeding and elevator equipment.

1—Standard Knapp 429 Carton Gluing Machine with 20-ft. long Standard Knapp Model 450 Compression Unit.

4—Storage Bins, 400 lb. capacity each

- for green coffee
- for whole roast coffee
- for ground roast coffee
- and suction stoner

1—Automatic Filling Scale for 20 lb. cans manufactured by Parson Automatic Scale Co.

10 to 40 lb. Filling Scales for filling coffee bags.

Disposal unit for chaff, cleaner with suction fan and cyclone cleaners, also incinerator, complete.

All Elevators, Conveyors, Fans, Hoppers, Agitators, Vibrators, to operate complete units—or sections (if purchased individually).

Ingersoll-Rand Vacuum Pump, 10 x 5.

These Offerings Are Subject To Prior Sale — Act Now For First Choice

DON'T DELAY . . . GIVE THIS OFFERING YOUR PROMPT ATTENTION

Write, Wire, Phone to . . .

UNION STANDARD EQUIPMENT CO.

**Complete Details & Prices
Promptly Submitted**

318-322 Lafayette St.
New York 12, N. Y.
CAne1 6-5334

167-169 North May St.
Chicago, Illinois
Seely 3-7845

changing patterns in world coffee

By JOSEPH G. HOOPER, JR.

In tracing the development of the world's coffee exports, probably the most striking development has been the decline of Brazil as the dominating factor in the coffee trade.

We see that Brazil's part in the world's exports of coffees was approximately 76% in 1910-14, 68% in 1925-29, 71% in 1926-30—and now is less than 50%.

Coming next to the coffees exported from Western Hemisphere mild producing countries, we find that in 1900-13 these averaged about 4,500,000 bags, whereas in 1956 the figure was approximately 12,000,000 bags, a gain of 7,500,000 bags.

A more impressive picture in increased exports has been that of Africa, Asia and the Eastern Hemisphere countries, which in 1900-13 and also in 1914-18 averaged annually about 1,000,000 bags in exports, but in 1956 reached a peak of 9,300,000 bags, a gain of 8,300,000 bags since 1914-18.

The future roles which the foregoing areas will take as exporters of coffees will depend to a great extent on the price differentials ruling for coffees from these sections. If Colombia, El Salvador, Guatemala and Mexico endeavor to hold their prices for coffees equivalent to 20¢ to 30¢ per pound ex dock New York above the price for Santos 4's delivered to the same place, they will meet considerable buyer resistance. If such a spread is kept on an average of from 4¢ to 6¢ their volume should not suffer too much.

The greatly increased usage of Robusta coffees from Africa and Asia, which in the past year and at present sell for lower prices than any other coffees, has cut into Brazil's business and also into the sale of unwashed coffees from other Latin American countries.

As all of the quantities available were absorbed by the trade in the United States, Europe and elsewhere Brazil was fortunate in being able to capitalize on the demand for cheap coffees and to sell considerable amounts of its old crop and lower grade coffees at prices ranging above those asked for Robusta coffees. If larger supplies of Robusta coffees had been available, they probably could have been sold at the expense of some of Brazil's coffees. If production costs and taxes continue as at present in Africa, Asia, etc., this area of production will be able to give Brazil very tough competition in the low-priced field, and may in time give the Western Hemisphere mild

producers more competition, if it can increase its production of Arabica coffees.

So much for production. Now, coming to consumption, it has become apparent that with low incomes and high taxes ruling in many parts of the world, a large number of people can only buy coffee if the price is cheap. If coffees can be supplied to meet this demand and can also be had to sell in the United States on a roast basis of 75¢ per pound or less, and for not too excessively high prices in Europe for the better grades, the world consumption of coffee could easily exceed 40,000,000 bags by 1960.



Go West, young man, go West!

By WILLIAM V. LYNCH, Director
Green Division
Pacific Coast Coffee Association

About this time of the year, we here on the Pacific Coast start tuning up our muscles, shining up our golf clubs and concentrating on a little late practice for our annual golf tournament and meeting at Pebble Beach.

As in the past, we are looking forward to visits from friends outside the state.

This year we are particularly blessed by the visit of the directors of the National Coffee Association, who are holding one of their periodic meetings at the same time.



May is a wonderful month on the Monterey Peninsula. The wild flowers are colorful and profuse, the rough on the golf courses grow wild and more

thickly matted, and the blue waters take on a particularly brilliant hue, so that errant golf balls may be easily spotted rolling around among the seaweed and the abalones.

(Continued on page 34)

PCCA Convention — Los Angeles

African coffee imports up 25% at Los Angeles

By JOHN F. PARKINSON, Traffic Manager
Los Angeles Harbor

Los Angeles Harbor imports of green coffee from Africa are running 25% ahead of the last fiscal year's receipts from the Dark Continent, narrowing the gap between this area and the coffee leader, South America.

British Africa has almost doubled its exports of the beverage bean to the municipal port, and Ethiopia registered a 50% increase in the first five months of the present fiscal year, as compared to the same period in 1955-56.

South and Central American countries are lagging a little behind their preceding year's tonnages but now are gaining speed.

Total coffee imports at the Port of Los Angeles in the 1955-56 fiscal year amounted to over 31,000 tons, as compared to 23,700 tons in 1954-55 and 30,000 tons in

1953-54. The present year's total is expected to reach about the 1954-55 level.

The U.S. Department of Commerce estimates that an average of \$30,000,000 worth of coffee a year is imported through the Los Angeles Customs District and, indeed, a very considerable portion of the coffee consumed in all the western states comes from beans unloaded at our wharves.

Green coffee is presently coming in from the world's caffeine capital, Brazil, at the rate of 738 tons a month, with monthly totals from the other principal countries of origin running as follows: Ethiopia, 267 tons; British Africa, 218 tons; Peru, 106 tons; Colombia, 91 tons; Ecuador, 85 tons; and British Malaya, 68 tons.

J. A. Folger & Co.'s completion of a new multi-million dollar plant in the harbor area this month is expected to boost imports through this port considerably.

Los Angeles Harbor's general cargo tonnages have been increasing at the rate of 15% a year, and to handle this boom the Board of Harbor Commissioners recently announced a 15-year expansion program which is expected to cost approximately \$101,000,000.

Included in this program are construction of four or

(Continued on page 34)



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business, baseball, golf and fun

(Continued from page 17)

There will be the usual sweepstakes ticket sale, with the proceeds going into the sweepstakes pool. All guests and friends in allied industries are included as golfing participants and as investors in both the Calcutta and Sweepstakes.

Golf

Most coffee men play golf or have done so, which makes that sport one of the features of top interest at the convention. As usual, plans have been made to make the day a big success. The handicap committee, composed of Tom Barrett, Harvey Brockhage and Chuck Cecil, have worked out the handicaps from records going back over three conventions. The golf committee has selected a very fine and desirable list of prizes.

Cocktail party, banquet and entertainment

Toward evening the cocktail party will be held, then the banquet, followed by professional entertainment.

Convention committees

Members of committees appointed by President Heathcote to handle various phases of the convention are as follows—

Convention Committee: E. A. Johnson, Jr., chairman, J. B. S. Johnson, Jr., Earl Lingle, William Seely, E. L. Shaw.

Nominating Committee: H. D. Maxwell, chairman, E. M. Bransten, J. A. De Armond, O. L. Granicher, W. V. Lynch, W. J. Morton, Henry Schmidt, E. L. Shaw.

Resolutions Committee: W. H. Emigh, chairman, S. A. Brand, J. E. Duff, H. F. Gavigan, E. T. Hoelter, C. E. Mack.

Golf Sweepstakes Committee: J. J. Beardsley, chairman, Morris Buckingham, Victor Cain, Harold King, J. S. (Bud) McGee, Robert Powell, Jack Schimelpfenig.

Golf Committee: Harvey Brockhage, chairman, T. F. Barrett, C. L. Cecil, E. W. Pattinson.

Baseball Committee: Norman Johnson, chairman—Green Team; Neil Hopping, chairman—Roast Team.

Necrology Committee: W. O. Granicher, chairman, Lee Elliott, C. A. Nonenmacher, R. L. Thomas.

Director of Art: D. H. Wood.

Secretary: M. J. Rauchle.

prices, production and marketing

(Continued from page 19)

I think it is safe to say that we firmly agree with the speech made by John F. McKiernan, president of the National Coffee Association in Africa recently, in which he said: "We believe in a fair price to the producer, but what we must remember is that the consumer is the ultimate arbiter of prices, I don't think an International Coffee Agreement is practicable."

We think that if a World Coffee Council were formed to improve statistical data on world production and con-

MAY, 1957

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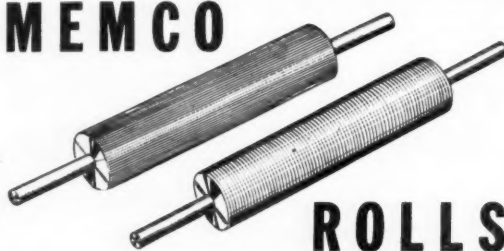


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sumption in an attempt to improve methods of forecasting supply and demand, and if enough money was made available to the Pan-American Coffee Bureau for promotion, the peoples of the world could be induced to consume enough coffee in the coming years to balance supply and demand.

Over the many years, free enterprise has clearly shown itself to be far superior to any regulated society. Consumers—everybody—in a capitalistic system establish whatever values exist. This is democracy at work. It is they who decide the rewards, whether large or small, for every individual. The rewards are apportioned, not according to any absolute principle but according to whether the individual actively meets the wants and desires of the general public.

Price umbrella

If any one country or group of countries tries through artificial means to control the price of their products, other countries which do not have this restriction reap the benefits of that umbrella and eventually take the trade that has been enjoyed by those holding back, and as we all know, business once lost is very difficult to regain.

It has taken many years for the consuming public to acquire tastes and habits for certain types of coffee, and I am sure that they would like to continue using those coffees. But if they find that the price is more than they think their budget will bear, they will switch to another grade of the same product, or a different product entirely, and in time their taste might change enough so that it would be difficult for the loser to regain his acceptance. It is also easily understandable that the youth of America could be educated to a different set of values relative to a cup of coffee than those held by the older generation.

Recent surveys have shown that buying habits, even on the Pacific Coast, have changed to some degree. Types of coffee rarely ever sold in this market have been successfully marketed here. The switch has been definitely due to price and price alone, and clearly shows what happens when the natural price structure is tampered with.

Not to criticize

We hope that all these problems will have a happy solution in the not-too-distant future. These remarks have not been made to criticize, but just to give opinions that I feel are shared by many in this industry. I would like to add that all of us appreciate the problem of over-production, as we, in this country, have had that problem for many years, and our own government has tried to support the prices of our commodities in order to help the farmer in the United States. The result has been huge surpluses, costing the taxpayer billions of dollars, and even with this great sacrifice on the part of the people of this country, commodities here have had difficulty in maintaining what our farmers would call a fair price for their labor.

One cannot help but conclude from the above that drastic price changes have been harmful to this industry as a whole. We can only hope that corrective measures can be found so that the marketing and production of coffee will be beneficial to all in the industry.

the coffee year

(Continued from page 21)

by roasters, which led to a buying flurry that sent prices to a peak in January. Heavy shipments of Mexicans, Salvadors and Guatemalans, along with the prevailing high prices of Colombians, had been building a trend away from milds and to Brazils, with Africans coming in for their share. The price gap between milds and Brazils was narrowing, and the giving was by milds. While the market for futures began a rise in December, reaction set in during the latter part of January, with milds taking the biggest bump and Brazils showing strength, a trend which was to be more or less sustained through the coming months, with the highs of January being matched in the latter part of March.

During January roasters here seemed to have anticipated their needs, and there was not the frantic buying in the West which appeared in the East. Green men reported that the demand had been good and they looked forward to market strength. One character of the market was that low grade Africans were selling freely. Robustas were said to be more and more in demand by second string vacuum packers. This left the big packers just about holding their own, and of necessity working on narrower margins, with coffee retailing at about 1.09¢.


Roaster demand

As February rolled around, demand from roasters subsided; in fact, there was wide belief that they were holding off to reduce stocks for local tax assessments. Weakness was evident in milds, while Brazils sustained their strength as buying of better quality Brazils was holding up in this area. It was then felt that this period of relative strength should last until midsummer or later. This could change if there were indications of good flowering and no frosts. Mild spots in the San Francisco area reached 70¢ and better in February, while March futures were at 66.25¢. This was due to green men being short of spot coffee, at the end of the season. Some green men had anticipated that mild prices would hold up, but March showed a continuation of the decline.

With March, importers had replenished their stocks of spots and that, with a very quiet period of roaster buying, led to a weak position for spots, with prices varying as much as two cents for the same grades. There was a feeling that the high prices of Brazils would not hold, but their opinion did not seem to be sustained by the market at the time. Cheaper vacuum packs were being promoted locally, and this was considered to be the national situation also. Sales of Centrals were about normal for this time of the year, but Mexicans lagged, along with Colombians. Central American countries were having trouble establishing minimums. There seemed to be a growing opinion by roasters that artificial price supports and controls would not continue to help up coffee prices.

During April the market experienced a sharp decline. There developed a lack of confidence in the future of Brazils, as indicated by quotations. Milds declined just as sharply. The general decline in green prices enabled roasters to announce reduction in wholesale prices, with an accompanying reduction of retail prices.

MAY, 1957



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the San Francisco Coffee Club

(Continued from page 27)

continually dodge balls from the kids' game, while none of the green men ever hit a ball his way. In the final inning, Andy was watching the kids when someone yelled, "Look out Andy!" He turned around, putting his glove up to protect his head just in time for the ball to land smack in his glove. This tremendous catch made the final out and saved the game for the roasters.

Beside baseball games, the members have enjoyed ship dinner parties as guests of steamship lines. Even tennis and bridge tournaments have been held.

There have been talented performers among the members. Harry Maxwell used to move his audience to tears with vocal renditions of old refrains, such as, "Now is the Hour". The late George Thierbach accompanied him on the piano. Clarence Levy, of J. Aron & Co., brought uproars with hilarious impromptu speeches. Ed and Norm Johnson, Morris Buckingham and the late Bob Richardson made a hit when they dressed as girls and sang in pantomime to an Andrews Sisters' record.

This merely illustrates that the members enjoy themselves and have fun, and fevered brows that are furrowed from business worries are soothed.

Go West, young man, go West!

(Continued from page 29)

While fun is, of course, one of the essentials of any annual meeting, a great deal of constructive organizational work is accomplished during these gatherings. For instance, last year the Pan-American Coffee Bureau put on a most interesting and enlightening seminar. This year we shall have the benefit of talks by Jack McKiernan, NCA president, Peter Folger, NCA chairman, and our friends from the Latin American producing countries.

All in all, with about seven weeks to go at this writing, the training schedules are being "souped up", and we expect all of the athletes will be in their best form when the events, and I mean all of the events, are called away.

African coffee imports at Los Angeles

(Continued from page 30)

five huge transit sheds, widening of three existing sheds and extensive dredging of the Main Channel and other areas.

Coffee has been on the Port of Los Angeles' list of top-tonnage imports for many years and there is little doubt that these imports will climb sharply in the years immediately ahead.

Named time buyer for Folger's Coffee

Cunningham & Walsh, New York City advertising agency, has appointed Val Ritter to its media department as head time buyer on Folger Coffee.

coffee adds important tonnage to Portland harbor

By THOMAS P. GUERIN, General Manager
The Commission of Public Docks
Portland, Oregon

The romance of far-away places which surrounds every seaport is brought into sharp focus in the harbor of Portland, Oregon, if one takes a stroll through the warehouses of the Commission of Public Docks.

Piled high, on almost any day, will be fragrant sacks of green coffee, fresh from the holds of ships that have come from far corners of the world to Portland's roasting and packing plants. In recent years the city has become one of the most important roasting and distribution centers in the nation. Much of this growth has come because Portland, as one of the Pacific Coast's major harbors, is the principal distribution and marketing center for all the goods supplying a vast area of the



Pacific Northwest.

During 1956, green coffee imports totaled 39,743,050 pounds. Seventeen countries supplied the needs of Portland's coffee roasting industry, with Brazil providing almost one-half the total import. Broken down, the year's coffee imports were:

Brazil, 19,544,016 lbs.; Colombia, 3,280,300; Guatemala, 2,584,218; El Salvador, 2,780,810; Mexico, 2,437,699; Nicaragua, 1,892,112; Tanganyika, 1,429,314; Belgian Congo, 1,021,725.

Also Ecuador, 923,314; Honduras, 853,441; Peru, 700,859; Uganda, 622,421; Costa Rica, 554,591; Kenya, 486,261; Dominican Republic, 393,655; Cuba, 177,319; Madagascar, 80,374.

Over the years, Portland's coffee imports have shown a steady rise. Since 1946, when the port received 10,864,052 lbs., the amount of green coffee receipts has climbed more than three and one-half times.

The impact of this business on the economy of the Pacific Northwest is almost immeasurable, but it is a known fact that benefits accrue far beyond those enjoyed by the coffee industry itself.

(Continued on page 56)

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W. R. GRACE & CO.

**World coffee exportables
for 1956-57 put by USDA
at 36,900,000 bags**

World total production of green coffee for the marketing season 1956-57 is estimated by the U. S. Department of Agriculture's Foreign Agricultural Service at 47,500,000 bags of 60 kilos, a small increase over the second estimate for the crop issued in December.

The current estimate for 1956-57 is about 5.4% under the 50,300,000 bags of 1955-56 and almost 30% above the average 36,900,000 bags for the five-year (1946-47/1950-51) postwar period.

World exportable production for 1956-57 is estimated at 36,900,000 bags, compared with 43,500,000 bags for 1955-56 and an average of 33,300,000 bags for the five-year postwar period.

The major increase in the estimate for 1956-57 is for Indonesia and Cuba. Exportable production estimates are revised upward by 20% and 65% respectively.

Indonesian exports, registered and unrecorded, are running far ahead of anticipated shipments during the first six months of the marketing season.

The new Cuban estimate is 353,000 bags exportable production, which coincides with the revised quota.

Coffee break in refugee phrase-book

Twelve public service organizations are distributing a 200-page phrasebook and dictionary to help Hungarian refugees learn English and American customs.

One of the American customs listed is the coffee break.

**Woolson Spice to construct
addition to present building**

The Woolson Spice Co., has awarded a contract to Service Products, Inc., for the construction of an addition to its present building at Summit and Sandusky Streets, in Toledo.

The addition, a permanent steel building containing 16,000 square feet of floor space, will be erected atop the present three-story concrete and brick structure, which has housed operations of the company since 1911.

The new building will be used for storage of coffee, tea and spice cans which until now have been stored in private warehouses.

N. L. Schmid, Woolson president and general manager, said that adding a concrete and brick floor to the present building would cost considerably more than the Butler-type prefabricated building, and would require a longer time to construct.

Two existing elevators serving the present building will be extended by the Kerscher Elevator Co. to accommodate the new addition. A sprinkler system will be installed.

Construction of the new addition is expected to begin soon, with completion scheduled for August of this year.

The Woolson Spice Co., founded 75 years ago, imports, processes and distributes coffee, tea and spices. The company has roasting plants in New York, Toledo and St. Louis, and spice grinding operations in Toledo and St. Louis.

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(Continued from page 11)

ing as to whether or not the quality of that sample is acceptable in accordance with the specifications herein contained." A second required clause for invitations specifies the procedures for an appeal from the regional panel's opinion.

Although this service of the association was announced to institutional purchasing agents only as recently as February 27th, the states of Connecticut, Maine, Tennessee and Vermont already have accepted it and have included provision for inspections of delivered coffees in their current invitations to bid.

In addition, the states of Kentucky, Kansas, Oregon, New Jersey, North Carolina, Texas, and Virginia, the cities of Philadelphia and Newark, and the County of Westchester in New York, have indicated a lively interest in the benefits of this association service.

The major hospital referred to earlier in this article is already experiencing a happy aftermath of accepting the committee's help. True, it's paying more for the coffee it buys. But it's also getting the blend it specifies. And the hospital authorities are actually receiving rounds of compliments for the quality of coffee they're serving!

But the beneficiaries of the services of the Institutional Advisory Committee are not limited to purchasing agents who heretofore have been plagued by the complexities of coffee buying or to the people who ultimately consume institutional coffee. This is a program which, if developed even to a modest measure of its potential, can redound to the enormous advantage of roasters interested in increasing their volume.

The general acceptance of the service will depend on the enthusiasm and initiative of roasters who go after this large and evergrowing business. Where, in the past, they felt it was futile and frustrating to try to participate, they now have recourse to an impartial authority which will see that buyer and contractor alike get a "fair shake."

Results of our campaign thus far have been encouraging. But, of course, we would like to see more and more state, county, municipal and other officials interested in the service. It would appear to us that the job of approaching area purchasing agents rests rightly in the bailiwicks of local roasters, who are in a position to benefit by any constructive action that might be taken. They can obtain detailed information about the committee's service, including specifications of suggested blends, by writing to the office of the National Coffee Association in New York City, or to any member of the committee.

National committeemen, under the chairmanship of the writer, are: Eugene T. Heathcote, S.F. Pellas Co., San Francisco; Fred Kohn, Old Dutch Coffee Co., Inc., New York City; E. M. Manning, Jr., Manning's Coffee Co., San Francisco; George M. McEvoy, J. Aron & Co., Inc., New York City; P. R. Nelson, Ruffner, McDowell & Burch, Inc., New York City; and Austin A. O'Brien, Byrne, Delay & Co., New Orleans. The regional panel

(Continued on page 49)

coffee blends for institutions

(Continued from page 12)

Type D—utility blends

The following "utility blends" are usable coffees and should be employed where a pleasant drink is desired but where economy is of importance to the institution. These blends can be used in the same type of place as listed under "Type C", above.

1. 40% Brazil, Santos 4/5's
40% Brazil, 4/5's or Santos 5/6's
20% Robusta, no lower grade than FAQ (Fair Average Quality) Ambriz 2AA, Washed Congo W2B's or Ugandas Washed and Cleaned Type 10.
or Ugandas Washed and Cleaned Type 10.
2. 70% Brazil 4/5's or Santos 5/6's
30% Robusta, no lower grade than FAQ (Fair Average Quality) Ambriz 2AA, Washed Congo W2B's or Ugandas Washed and Cleaned Type 10.

Type E

These blends are coffees that have strictly a price appeal as follows:

1. Rio 7's and/or Victoria 7/8's of sound quality with or without the addition of not over 50% of any FAQ Robusta coffee of a quality deliverable under any Green Coffee Association contract of New Orleans, New York or San Francisco.
Palatable in their class.
2. Any harsh or "rioy" drinking coffees of sound quality with or without the addition of not over 50% of any FAQ Robusta coffees of a quality deliverable under any Green Coffee Association contract of New Orleans, New York or San Francisco.
Palatable in their class.
3. Straight Robusta blend of any FAQ Robusta coffees of a quality deliverable under any Green Coffee Association contract of New Orleans, New York or San Francisco.
Palatable in their class.

Selection of a typical blend

To assist institutional buyers in the selection of a suitable specification, we illustrate herewith several typical blends based on the accompanying list of suggested blends. For example:

"50% Milds—
use is permitted of
Colombian Excelso, Washed—Usual Good Quality
Mexican, Washed Prime
Salvadoran, Washed Central Standard
Guatemalan, Washed Prime
or other Washed Arabica coffees of equal merit
50% Brazil, Santos 4's
to be Strictly Soft, Medium Bean, or better, Greenish,
Solid Bean, Good Roasters."

(Continued on page 49)

King Coffee holds second

Coffee Vending Futurama

All the new 1957 models of self-brew and pre-brew fresh coffee vending machines were displayed last month in Detroit at the Second Annual Coffee Vending Futurama conducted by King Coffee, Inc.

Held in King Coffee's modern, single-level plant, the two-day show featured newly designed coffee vending equipment turned out by some 12 different major firms.

Officiating at the opening-day ceremonies was Charles G. Lindsay, Manager of the Pan-American Coffee Bureau. Mr. Lindsay was in Detroit to celebrate Coffee Day.

He referred to the advent of the coffee vending machine as a "welcome" means of bringing high quality coffee to the employee at his place of work.

During the Futurama, industry executives and food service and vending machine operators from key cities in Michigan and Ohio had an opportunity to compare, side-by-side, the merits of a wide assortment of coin-operated fresh-brew coffee vending equipment.

The various types of machines on display were coin-operated venders with capacities for handling between 450 and 1,200 cups of coffee. Two pre-brew vending machines were exhibited and ten self-brew models.

Among the vending machines featured at the show were two that ground their own coffee, another that brewed coffee right in a vacuum-packed can, and two units that convert an instant coffee machine to fresh-brew.

For most firms, the show marked the first official

display of their new machines in Michigan.

The purpose of the Futurama, explained Joseph F. Giumette, of King Coffee, was to better acquaint Michigan and Ohio industrialists with the rapid development of fresh-brew coffee vending machines in the past 12 months.

"The vending machine supplying freshly roasted coffee is such a new development that the year 1957 should see tremendous growth among industrial users in Michigan and Ohio," he stated.

"From data at hand, a conservative estimate of fresh-coffee consumption by factory and office employes in the Detroit area alone should reach 10,000,000 to 12,000,000 cups per month by September, 1957."

Industry mourns passing of Guy Sharpe

The coffee industry is mourning the death of Guy W. Sharpe, at one time president of the National Coffee Association.

Mr. Sharpe died of a heart attack while driving his car near Canajoharie, N. Y. He was 71.

Mr. Sharpe retired early this year as vice president and secretary of Beech-Nut Life Savers, Inc.

He was president of the National Coffee Association from 1937 to 1939, and served on the executive committee from 1940 through 1945.

Mr. Sharpe was a Montgomery County Republican committeeman for 25 years. He was a Presidential elector in 1952.

He is survived by his wife.

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Sonia Magana, El Salvador's 1957 Coffee Queen, enjoying a "Coffee Tropicale," a creamy, foamy iced coffee drink which is that country's favorite. The drink is made with black coffee, cracked ice and granulated sugar mixed together in an electric blender.

How iced coffee is promoted in the U. K.

By J. W. ASHTON, Secretary
Coffee Publicity Association, Ltd.

Various refrigerator manufacturers (as well as ladies magazines) have consistently supplied recipes to help the owners of their products derive the maximum personal benefit from the products for themselves and their friends. One of these ideas has been using refrigerators for making ice or ice cream dishes—and particularly iced coffee.

This association decided last spring to try to increase the iced coffee taste among the cafes and coffee bars, particularly at holiday resorts. We therefore printed four recipes on "How to Make Iced Coffee" and "New Ways to Serve Iced Coffee". These were incorporated in a leaflet with an attractive cover.

As you may remember, the summer of 1956 was one of the most disappointing, from a holiday point of view, because of the cold, wet weather we experienced most of the time. We had been lucky in designing the leaflet to cover two aspects of coffee drinking, whether the weather was hot or cold, and this stood us in good stead.

We had an original printing to cover what would have been our normal usage, but the demand was so great that we had to get an urgent new printing of a similar quantity, so that the take-up of this leaflet was double what was estimated as being required.

The main thing is that it certainly sold more coffee, but I could not honestly say that the coffee served was iced.

On consumption figures generally, you will be inter-

ted to know that we ended the year with an increase of 50% over 1955 and 63% over 1954.

(Net retained imports of coffee in the U.K. were 689,367 bags of 60 kilos in 1956, compared with 458,150 bags in 1955 and 422,076 bags in 1954.)

Our display committee will certainly include a further iced coffee campaign this spring. Particularly if we have a hot summer, it will be interesting to write you a similar report next year to show what happens.

Incidentally, I ought to say that we found it necessary to modify somewhat our recipes for making iced coffee, compared with the recipes given in the Pan-American Coffee Bureau's literature and published in your magazine.

The sale included goodwill and labels of Solitaire products formerly made by the Morey Mercantile Division, G. H. Hayden, president, said.

J. D. Gamel, executive vice president of the two Texas companies, announced that Edward C. Johnson, former assistant sales manager for the Morey firm, will be general manager for Colorado, New Mexico, Wyoming and Nebraska.

Can, bag coffee sales to housewives down slightly in first quarter; instant sales up sharply

Coffee purchases by American housewives during the first quarter of this year were 1.6% ahead of the same period in 1956, the Pan-American Coffee Bureau reports.

Families bought a total of 427,000,000 lbs. of roasted coffee, represented in both regular and instant, as compared to 420,000,000 lbs. during the first three months of last year, according to a continuing survey made for PACB by the Market Research Corp. of America.

While sales of bags and cans of regular roasted coffee were slightly less than a year ago, purchases of instant coffee by housewives increased heavily during the first quarter, the survey showed.

Instant represented 19.6% of the volume of all coffee purchases, as compared to 15.6% in the same period a year ago.

Purchases of coffee in vacuum cans and bags by housewives totaled 343,100,000 lbs. from January through March of this year, down from 354,700,000 lbs. in the same period last year.

Meanwhile, instant coffee sales, represented in jars of two-ounce equivalent units, went up from 175,000,000 last year, to 223,800,000 in 1957, the Bureau reported.

Percy Clark, Jr., Walter Wolff head Ibenco

The election of Percy H. Clark, Jr., as president and Walter S. Wolff as a vice president of Ibenco, Inc., has been announced.

Mr. Clark, formerly district sales manager of the Shellmar Betner Flexible Packaging Division of the Continental Can Co., is the first president of Ibenco.

It was set up recently by the International Basic Economy Corp., (IBEC), New York, and Tenco, Inc., Linden, N. J., to blend, package and distribute soluble coffee on a worldwide basis.

Crops and countries

coffee news from producing areas

Renato da Costa Lima president

of Sociedade Rural Brasileira

Renato da Costa Lima has been elected president of the Sociedade Rural Brasileira for the 1957/60 term.

Other officers named by the organization at a recent session include: Luis de Toledo Piza Sobrinho, vice president; Prof. Benedito Montenegro, vice president; Raul Diederichsen, vice president; Arnaldo Borba de Moraes, first secretary; Antonio Jose Rodrigues Filho, second secretary; Sylvestre Ferraz Egreja, third secretary.

Elected first treasurer was Luis Pontes Bueno; second treasurer, Francisco Figueiredo Barreto; third treasurer, Sebastiao de Almeida Prado.

Colombia to use coffee pulp in fertilizer

A fertilizer which uses coffee pulp as one of its principal raw materials has been developed in Colombia.

A fertilizer plant using this process is being built by the government of Caldas Department and will supply coffee plantations in that area, according to a Comtelboro report.

The plant is expected to go into operation before the end of 1957.

Coffee pulp, the dispatch says, has not been used on most farms until now, and was often a source of infection and served to attract animal pests.

Col. Daniel Cuervo Araos, governor of the Caldas Department, stated that coffee production there is declining, because trees are getting old and the land is being exhausted. He added that he hopes the new fertilizer, which will be sold to coffee growers below cost, will help solve the soil resources problem.

Mexico distributes 4,000,000 new coffee trees

It is reported by Douglas Grahame, Mexico City, correspondent of COFFEE & TEA INDUSTRIES.

Distribution of 4,000,000 selected young coffee trees raised in its own nurseries has been made by the National Coffee Commission of Mexico, with the aim of expanding existing plantations and establishing new ones.

Many of these trees were placed in the new coffee zones of Vera Cruz State—Atoyac, Tezonapa and Coatzintla—and in the Sierra Mexe, Oaxaca State. Distribution was supervised by Commission agronomists and other experts.

The Commission is providing the trees to large and medium scale planters at 30 centavos (2.225¢) each. The trees are usually priced at 1.50 pesos (12¢).

The Commission is urging planters to use organic fertilizers as a means of obtaining more and better coffees.

The sale—largely to the U.S.—of 638,929 bags of 70 kilograms each of coffee from October 1st up to March

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31st was announced by the National Agricultural Coffee-men's Union, in a bulletin issued by the Ministry of Agriculture.

The total was about two-thirds of the 1956-57 Mexican coffee production, the announcement said.

The National Coffee Commission announced that coffee exports during 1956 totaled 1,260,466 bags of 60 kilograms each—not 70 kilograms. That was 106,249 bags less than the 1955 export, the Commission said.

The Union added that all the rest of Mexico's current coffee production will be marketed at home and abroad by September.

Closer trade relations between Mexico and Italy are counted upon by Mexico to sell more coffee to Italy. A commission headed by Justo F. Fernandez was sent by Mexico to Italy, and incidentally to some other European countries, to stimulate coffee sales.

Coffee continues to hold second place in Mexico's exports. Cotton is first.

Grace National Bank names Sieniawski special representative in Brazil

Ralph S. Stillman, president of the Grace National Bank of New York, has announced the appointment of Michael Sieniawski as special representative in Brazil, with offices in Sao Paulo and Rio de Janeiro. The main office will be in Sao Paulo.

Mr. Sieniawski has been engaged in domestic and foreign banking for 25 years, and was previously a vice president of the Irving Trust Co. in charge of operations in Latin America, Spain and Portugal.

He was previously associated with Chemical Corn Exchange Bank and the Bank of the Manhattan Co.

He has served extensively in Brazil, both in the banking field and as assistant naval attache with the American Embassy in Rio during the war.

Mr. Sieniawski is a director of several Brazilian corporations.

France to import Indonesian coffee

French importers have been informed that foreign exchange would be made available for the import of Indonesian Robusta coffee.

Officials described the 5,000 ton quota for Robusta coffee as a "first quota." It might be expanded later should the need arise.

Trade sources estimate the French coffee "deficit" at 10,000 to 15,000 tons.

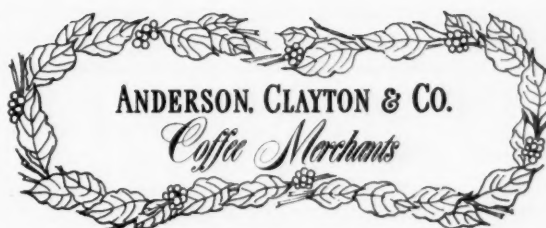
Additional French imports of foreign coffee were made necessary by heavy exports of Ivory Coast coffee to the United States, it was explained.

See smaller Haiti coffee crop

Earlier estimates of an exportable coffee production for Haiti of 333,000 bags of 60 kilos may have to be reduced to 308,000 bags, according to reports from Port-au-Prince.

The adverse effects of drought in the north were much more severe than expected and the coffee crop at the area has already been marketed it was stated. Reports from other coffee-producing zones seem to indicate that crop estimates had been too optimistic.

Coffee stocks are low everywhere except in the Jacmel and Jeremie areas, it was reported.



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Coffee has top growth rate in booming vending field

Coffee is the fastest growing vended merchandise in a field whose sales of goods and services reached \$1.9 billion in 1956, according to a survey by Vend magazine.

The gross dollar volume was 7% over the 1955 level, the magazine said.

"As it has in the five previous annual surveys, hot coffee vending showed the greatest rate of growth throughout 1956," Vend reported. "Fresh brew machines continued to make great headway but the machines which brew coffee from instants (dry or liquid) showed considerable strength."

The survey disclosed that in 1956, 35% of vending machine operators vended nickel coffee, 90% vended dime coffee, and 9% vended odd-cent coffee. (This adds up to more than 100% because some firms vend at more than one price.)

Total coffee vending machines in operation in 1956 were 76,000, compared to 60,100 in 1955 and 37,200 in 1954.

As 1957 got under way, Vend continues, one out of five new coffee venders going into circulation was a fresh-brew type.

During 1956, hot coffee venders (which sometimes sell other beverages as well) sold an average of 400 drinks weekly per machine, or a total of 1,194,184,000 drinks

for the entire year. (Since all machines were not operating for the full 12 months, this is an adjusted figure.)

\$6,000,000 plant expansion underway at Maxwell House facilities in Houston

Plans to make the Maxwell House Coffee plant in Houston the second biggest coffee-producing facility in the world have been announced in that city.

C. W. Cook, vice president of the General Foods Corp., said a decaffeinating unit will be built at the Maxwell House plant.

Mr. Cook is general manager of the Maxwell House Division of General Foods.

The new decaffeinating unit is part of a multimillion-dollar expansion of Maxwell House production facilities in that city.

Mr. Cook also announced that Marvin W. Oonk, assistant manager of the plant for the past four years, has been appointed manager.

Mr. Oonk succeeds Bernard T. Barker, named general manager of General Foods Franklin Baker coconut operations in the Philippine Islands.

The estimated cost of the expansion in Houston is approximately \$6,000,000. The program includes doubling of the local plant's soluble coffee facilities. This work is underway and is expected to be completed by August.

Mr. Cook said that the soluble coffee production would be doubled within five years.

He explained that the new decaffeinating unit will re-

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Fine Colombian Coffees

Instant coffee for the vending and institutional trade is now being packed by the Hampton House Division of the Sol Cafe Manufacturing Corp. in this moisture-proof bag. The bright two-color bag has a heat-sealed polyethylene coated foil liner. Arkell and Smiths is the bag's designer and manufacturer.



move caffeine from green coffee for the manufacture of Sanka and Instant Sanka. Its completion is expected in 1958.

The expansion will mean an increase of approximately 175 persons on the plant's payroll. It presently employs 275.

Immersion unit heats cup of water for morning coffee "on the road"

Travelers who want to start the day with a cup of hot coffee right in their hotel rooms can now do it without bothering room service.

J. Walter Green, New York City, is importing from Germany an immersion unit which he says can bring water in a cup to a boil in two minutes.

It's an electric device which operates on 110 volt A.C. or D.C. current.

Another immersion unit for heating water to a boil in the cup is the Piccolo, distributed by the Gloy Import Co., Boston.

The Piccolo is a light, compact unit which comes in a small attractive zipper case measuring about three by five inches.

Now it's instant "egg coffee"

Probably it's a tribute to the size of the instant coffee business that there are so many variations on the theme.

The newest variation is instant "egg coffee".

North Woods Egg Coffee is the name of the product. Fresh eggs, it is explained, are used in the instant coffee-making process.

Cuba ups import duty on coffee

Governor Munoz Marin of Cuba has approved a resolution increasing the import duties on coffee from the prevailing 18¢ to 36¢ per pound for roasted or ground coffee, and from the prevailing 15¢ to 30¢ per pound for raw coffee imports.

MAY, 1957

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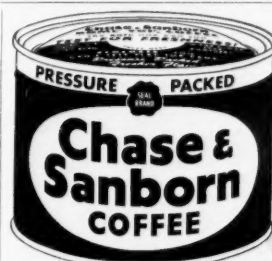
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Coffee, tea advertising in newspapers

up 9% last year over 1955 levels

National advertising for coffee and tea in newspapers was 9.1% higher in dollar volume in 1956 than in 1955, according to Printers' Ink.

Last year \$11,342,000 was invested in national advertising for coffee and tea in newspapers, compared to \$10,393,000 in 1955.

Soft drink advertising dropped 8% in 1956 to \$8,180,000.

National advertising for "miscellaneous beverages" rose 22.5%, to \$4,887,000.

According to Printer's Ink, 54 coffee roasters each spent \$20,000 or more in spot TV during 1956, for a grand total of \$16,369,100.

PACB, Martinson wins National Safety Council

Public Interest Awards for highway drives

Both the Pan-American Coffee Bureau and Jos. Martinson & Co., Inc., have been awarded the National Safety Council's Public Interest Award for 1956. The award is non-competitive and is made annually to advertisers and public news media for exceptional service to safety.

PACB's commendation for 1956, its second successive award, was in recognition of the Bureau's highway safety campaigns.

One of these programs is a summertime activity featuring the slogan, "For Safety's Sake, Stop for a Coffee-break", and the other is a year-end holiday season campaign. Its slogan last year was "Stay Alert, Stay Alive, Make It Coffee When You Drive."

"The Pan-American Coffee Bureau is proud and happy that its public service efforts in the field of highway safety have again been accorded this high honor," Charles G. Lindsay, Bureau manager. "Our success has been due in no small measure to the cooperation of the United States coffee industry and many other safety-minded groups not connected with coffee."

Plans are already well underway for this coming summer's coffee-and-safety campaign, which will start on Memorial Day, Mr. Lindsay stated.

The "Free Coffee for Tired Drivers" program operated on New Year's Eve under the sponsorship of Jos. Martinson & Co., Inc., for the past four years, brought the award to that company.

The project has run on New Year's Eve in 75 communities in New York, New Jersey, Connecticut, Rhode Island and Massachusetts, and is credited with a reduction in traffic accidents and fatalities.

The project is now being considered for Alfred P. Sloan Awards for highway safety, to be judged later this year.

The entire New Year's Eve project is completely under-

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written by the Martinson Co. each year as part of its community relations program.

Manning's Coffee launches radio

transit campaign in Seattle

Manning's Coffee Co., through the Knollin Agency, San Francisco, has just launched a radio-transit advertising campaign in Seattle, Wash., promoting vacuum-pack coffee sales through grocers.

Schedules comprising a total of 700 spots have been placed with radio stations KING, KIRO, KJR and KOMO.

For late summer showing, 60 transit "spectaculars" have been contracted on Seattle bus lines.

Featured in the Manning's Coffee radio spots is a new calypso singing commercial produced for Knollin by Song Ads, Inc., Hollywood.

"Coffee Merchant", mobile servicing unit;

designed for supermarket promotions

The "Coffee Merchant," a mobile wagon equipped for coffee service, has been designed to help merchandise and sell in supermarkets.

Made by Crescent Metal Products, Inc., Cleveland, Ohio, the Coffee Merchant is an all-aluminum counter on wheels equipped with an electric coffee maker, cup dispenser and refuse container. Shelves and drawers under the counter carry extra supplies of cups, spoons, sugar and cream. It can also carry a doughnut rack or a bakery display.

With the Coffee Merchant the store can promote brand coffee without using valuable counter storage space. Being mobile, the unit can be rolled to any section of the store where traffic is wanted. It can be used in promotions of "coffee and—" without disrupting or moving the "and" display.

In addition to selling house brand coffees, the Coffee Merchant can merchandise goodwill. With it the store can offer the housewife a coffee break.

Rain brings free coffee to Texas town

Finis Easterling and Gayle Van Tyne, automobile dealers in Harlingen, Texas, ordered free coffee for everyone in downtown Harlingen between 8 and 11 a.m. one day recently, to celebrate the two and more inches of rain which fell in the thirsty Rio Grande Valley.

"We feel pretty good about that rain," Mr. Easterling said.

He reported the first bills from restaurants indicated the cost would run about \$200.

"I didn't realize people drank that much coffee," he said.

Twin lighter set offered by Cain's Coffee

Full-page ads in color in newspapers in Oklahoma City recently carried an offer of a twin set of cigarette lighters by Cain's Coffee Co.

The "His 'n' Hers" lighter set was offered for \$1.00 in cash and a date clipped from a bag of the firm's dated coffee.

MAY, 1957

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coffee in Venezuela

(Continued from page 14)

7. Building "indore" system pits for preparation of organic fertilizers and for storing the bean husks, also used for this purpose.
8. Forming coffee centers to promote a program for the fertilization of coffee plantations, based on the application of chemical and organic fertilizers, after a prior analysis of the soil and study, of other factors, in order to establish the coffee plants' necessary requirements.

This work is being promoted in the main coffee zones in this country, and the results will only be known from the 1957-58 crop on.

Venezuela's spirit of cooperation in the international field in everything connected with the defense of the world coffee markets has been quite open. It has been fully cooperating with the Pan-American Coffee Office and with Federacion Cafetalera Centro America-Mexico-El Caribe (FEDECAME). It has likewise lent its support, through the Organization of American States and the United Nations, to all efforts tending to study and carry out formulas for defending the stability of the coffee economy. In reference to the International Coffee Office and the advisability of reaching an agreement to regulate the coffee's world supply for the purpose of stabilizing prices, Venezuela has expressed on various

occasions her support of these efforts.

Finally, high economic importance is given to the coffee industry from a domestic point of view, and responsibility is shared with other countries to arrive at sensible solutions for stabilization.

With the understanding that it is necessary to increase the consumption of coffee in order to meet the expansion which is taking place in production, domestic legislative measures have been adopted to prevent the adulteration of the product. For this purpose, regulations have been entered in the Foods and Drinks Rules and Regulations.

One form in which help has been given to the development of the coffee industry in Venezuela has been the credits extended by the government to coffee growers throughout Banco Agricola y Pecuario and through the Regional Banks for Promotion. Private credit also has an important role in crop financing, and is supplied to coffee growers by coffee merchants.

The National Coffee Fund was created in 1949 for the purpose of promoting and defending the coffee industry. This fund was to be constituted on the basis of a deduction from the coffee export subsidy. Because of the price levels which have prevailed after said year, the Fund has not operated for lack of finances; however, it still exists as a potential instrument of commendable influence.

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the advisability of securing high profits from oil exports, has placed Venezuela's exportable agricultural production in an unfavorable position to compete in world markets. This circumstance, together with the necessity of preserving the coffee industry because of its great domestic economic importance, led to the creation of different rates of exchange for the export of some agricultural products. At the present time, because of official regulations, which will be transcribed further on, there is a subsidy for coffee and for cocoa which operates on the basis of differential rates of exchange when prices are below a certain basic level, progressively increasing as the prices drop to a lower level. The intention of this subsidy is to compensate for the high value of the bolivar, without guaranteeing thereby a minimum price to the producer. The following amounts have been paid under this heading: 1948: Bs. 12,438,000; 1949: 8,668,000; 1950: Bs. 111,000. From then on, prices have been above the subsidy scale.

Legal regulations

Existing legal regulations should be especially commended, whereby all exports are subject to a compulsory certificate issued by the Ministerio de Agricultura y Cria, wherein, among other data, the name and classification of the coffee to be exported are specified. This requirement of a prior certificate has shown very good results as a means to control exported qualities, thus benefiting our coffee in foreign markets. It has also been a valuable source of statistical information and a useful instrument of export control for various purposes.

Coffee conference time in Joplin

The Chamber of Commerce of Joplin, Mo., recently held its coffee conference week, reports the Joplin, Mo., Globe.

"The series of one-hour morning conferences at this time of year has become standard practice in shaping a rounded program of activities for the succeeding year," the newspaper comments. "The sessions have proved highly successful. They are one reason the chamber has doubled its work program in recent years, adopting many activities in all phases of city and regional life."

Suggestions coming out of coffee conferences helped the chamber to win two national awards last year for excellence in work programs. Activities were stepped up 25 per cent in the single year.

Gold plated coffee-making

Tourists visiting the Duke of Marlborough's Palace of Blenheim in Oxford, England, this summer will be served coffee from a gold-plated expresso machine, according to caretaker George Silver.

"We bought the gold coffee machine because we wanted something worthy of the surroundings," he explained.

900,000 square kilometers in Venezuela

Venezuela is a large country geographically, with 900,000 square kilometers.

In an article by Gustavo Brandt, of the Asociacion Venezolana de Cafeteros, in the December, 1956, issue of COFFEE & TEA INDUSTRIES, a typographical error put the area at 90,000 square kilometers.

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Coffee men in Africa favor more promotion, McKiernan reports

National Coffee Association President John F. McKiernan reports that government and trade officials in the coffee-growing areas of Africa are favorably disposed to his recommendation that they support promotional campaigns to increase world consumption.

Returning from a seven-week tour of Ethiopia, other African coffee-producing territories and their European capitals, Mr. McKiernan is now preparing a detailed report for the board of directors and the association membership.

His trip was made at the official invitation of the states he visited.

Among the government heads and businessmen with whom the association president conferred privately during his trip were Haile Selassie, Emperor of Ethiopia; M. DeNattes, Governor of the Ivory Coast; Col. V. Rebalo, Governor General of Angola; Harroy Prient, Governor General of Ruanda-Urundi; M. Pierre Staner, Inspector Royal for the Belgian Congo; Fernando Pereiro-Bastos, President of the Junta de Exportacao do Cafe, Portugal; Minister for Agriculture Killick, of Uganda; M. Blundell, Minister of Agriculture, Kenya; and coffee officials in Tanganyika.

In talking with officials of coffee boards, producer and exporter associations, Mr. McKiernan noted that United States imports of African coffees have increased from less than 1,000,000 bags in 1951 to more than 2,500,000 bags last year.

As world coffee production increases, he told them, the U. S. coffeeman is made more acutely aware of Africa's importance and of the ties of trade which link our continent with Africa, as well as with Latin America.

The association head forecast "enlarging markets for carefully prepared African coffees."

observations on coffee in Africa

(Continued from page 9)

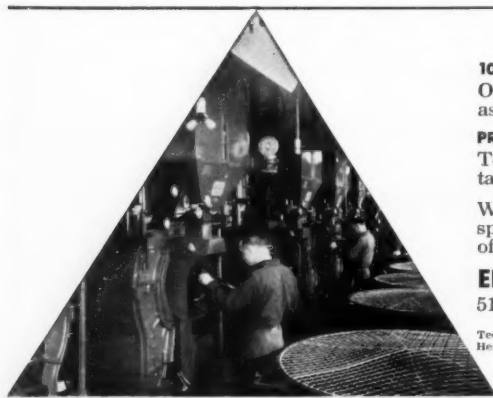
produced, through the methods we have mentioned.

As the African native is still at a very low level of civilization, one of the problems that the African coffee producing nations face today is the creation of a growing desire by the native to cultivate and grow more coffee. As the native's needs are rather primitive, the remuneration he receives for his coffee is often well in excess of his meager requirements. The European traders have had to find ways and means of getting the native interested in improving his standard of living. This too, is a problem unique to Africa, and development in this direction is visible everywhere.

In all the areas, with the exception of Ethiopia, definite trends to increased production are evident. New plantings started at the beginning of this decade are now beginning to produce on a full scale. It is the consensus of many people in the various producing countries that African production will rise by 50% by the 1962/63 crop year. In view of what we have seen ourselves, it can also be safely said that the qualities of most producing nations will continue to improve.

In marketing African coffee, exporters are looking to the United States as the chief outlet, and are hoping that this country will be able to absorb the greatest part of the increased production of which we have spoken. As the greatest amount of coffee produced in Africa is of the Robusta type, producers as well as exporters are following very closely the consumption trends of soluble coffee, in which the largest percentage of the Robusta coffee is used.

In the opinion of this writer, Africa has passed the first stage of her development as a coffee producing continent. She is now entering upon the second phase, during which she must determine her responsibility in



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the coffee world—including her judgment on the expansion of production, the quality of the coffee produced and the areas where she can find ready and continuing markets.

It is our feeling that government and private enterprise in the African producing countries will combine knowledge and initiative in finding a proper place for that continent in the world of coffee.

coffee blends for institutions

(Continued from page 37)

Or, referring to that same Type A-#2, your specification might read:

"50% Milds, Colombian Excelso, Washed, Usual Good Quality

50% Brazil, Santos 4's

to be strictly Soft, Medium Bean, or better, Greenish, Solid Bean, Good Roasters."

Still another illustration is provided. Should the institution desire to base their specification on Type B, say, #2, the specification might read:

"40% Milds—use is permitted by the supplier of any of the following:

Colombian Excelso, Washed, Usual Good Quality

Mexican, Washed Prime

Salvadoran, Washed Central Standard

Guatemalan, Washed Prime

or other Washed Arabica coffees of equal merit

30% Brazil, Santos 4's

to be Strictly Soft, Medium Bean, or better, Greenish, Solid Bean, Good Roasters."

30% Brazil, Santos 4's and/or Parana 4's

to be Strictly Soft, Medium Bean, or better, Greenish, Solid Bean, Good Roasters."

Please call on us at any time or on your Regional Panel Chairman in New York, New Orleans or San Francisco.

bringing sense to coffee buying for public institutions

(Continued from page 37)

chairmen are Mr. Heathcote, Mr. Kohn and Mr. O'Brien.

More than three centuries ago, philosopher George Herbert wrote: "The buyer needs a hundred eyes." To the modern institutional coffee buyer, the association's Institutional Advisory Committee offers the services of 96 pairs of eyes, all of them expert, all impartial—and all protecting the sincere seller as well as the buyer!

While many institution buyers have been anxious to see such a plan developed, the general acceptance of the authority will depend on the roasters who wish to participate in this large and ever-growing business.

Joins Ehlers sales promotion staff

Williard G. Robertson, Jr., former manager, IGA retail division, R. C. Williams Co., resigned to join the sales promotion department of Albert Ehlers, Inc., Brooklyn, N. Y.



GEORGE SIROTA COMMODITY CORP.
MEMBERS:
GREEN COFFEE ASSN. OF NEW YORK CITY, INC.
NATIONAL COFFEE ASSOCIATION OF U.S.A.



SIROTA & CO.
MEMBERS:
N.Y. COFFEE & SUGAR EXCHANGE
AND OTHER LEADING
COMMODITY EXCHANGES

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the essential factor

in the COFFEE TRADE



Without ships, the American public would know coffee only as a rare and expensive luxury. Ships are an essential factor in the coffee trade.

To the maintenance of that trade, Moore-McCormack Lines devotes a major share of its operations. Its large fleet of modern ships, including the fast passenger-cargo liners of the Good Neighbor Fleet and big C-3 cargo liners which are the last word in efficiency, keeps coffee moving in an unceasing flow from Brazil northward to the United States.

The coffee trade can rest assured that, in the future as in the past, Moore-McCormack Lines will consistently devote its energies to the kind of service—swift, frequent and dependable—which will serve the best interests of the industry and the American consumer.

MOORE-McCORMACK
Lines
5 Broadway New York 4
OFFICES IN PRINCIPAL CITIES OF THE WORLD

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcoa—Alcoa Steamship Co.
 Am-Exp—American Export Lines
 Am-Pros—American Presidents Lines
 Arg-State—Argentine State Line
 Am-W Afr—American West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber West African Line
 Brodin—Brodin Line
 Col—Columbus Line
 Cunard—Brocklebank's Cunard Service
 Delta—Delta Line
 Dodero—Dodero Lines
 Dreyfus—Dreyfus Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Granco—Transportadora Gran Colombiana, Ltda.
 Gulf—Gulf & South America Steamship Co., Inc.
 Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java-Pacific Line
 Lamp-Ho—Lampori & Holt Line, Ltd.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamenic Line
 Mormac—Moore-McCormack Lines, Inc.
 Nedlloyd—Nedlloyd Line
 Nopat—Northern Pan-American Line
 Norton—Norton Line
 PAB—Pacific Argentine Brazil Line
 PacFar—Pacific Far East Line, Inc.
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 Prince—Prince Line, Ltd.
 PTL—Pacific Transport Lines, Inc.
 R Neib—Royal Nederland Steamship Co.
 Robin—Robin Line
 Royal Inter—Royal Inter-ocean Lines
 SCross—Southern Cross Line
 Sprague—Sprague Steamship Line
 Stockard—Stockard Line
 Swed-Am—Swedish American Line
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 ML—Montreal
 Mo—Mobile
 NO—New Orleans
 NY—New York
 Nf—Norfolk
 NN—Newport News
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver
 Wi—Wilmington

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
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ABIDJAN

5/16	Del Rio	Delta	N06/2
5/26	Del Aires	Delta	N06/11
6/23	Del Alba	Delta	N07/9
7/20	Del Campo	Delta	N08/6

ACAJUTLA

5/11	Guatemala	Mam	NY6/5
5/12	Costa Rica	Mam	Ho6/3 N06/6

BARRANQUILLA

5/11	La Rioja	Granco	Ho5/17 Ga5/18 N05/20
5/14	Santa Catalina	Grace	NY5/22 Ba5/25
5/16	Vindeggen	Granco	M16/4
5/19	Santa Fe	Grace	LA6/5 SF6/7 PS6/12
5/21	Santa Ana	Grace	NY5/29 Pa6/1
5/21	La Mancha	Granco	Ho6/7 N06/12
6/8	Santa Anita	Grace	LA6/25 SF6/27 PS7/2

BARRIOS

5/14	Cubahama	Ufruit	Ho5/18
5/16	Lempa	Ufruit	N05/19
5/16	Marna	Ufruit	NY5/25
5/23	Catherine Sartori	Ufruit	NY5/31
5/23	Leon	Ufruit	N05/26
5/26	Cubahama	Ufruit	Ho5/30
5/30	Copan	Ufruit	NY6/7
5/30	Lempa	Ufruit	N06/2
6/6	Leon	Ufruit	N06/9
6/6	Candida	Ufruit	NY6/14
6/7	Cubahama	Ufruit	Ho6/11
6/13	Lempa	Ufruit	N06/16
6/13	Marna	Ufruit	NY6/21

MAY, 1957

SAILS	SHIP	LINE	DUE
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BUENAVENTURA

5/13	Cali	Granco	Pa5/21 Ba5/22 NY5/23
5/14	Santa Isabel	Grace	NY5/21
5/14	Santa Adela	Grace	LA5/23 SF5/26 PS6/1
5/15	Neiva	Granco	Ho5/23 Ga5/26 N05/31
5/19	Gulf Merchant	Grace	Ho5/30 N06/2
5/20	Cecilia	Grace	NY5/27
5/27	Santa Maria	Grace	NY6/3
5/29	Gulf Shipper	Grace	Ho6/9 N06/12
6/12	Santa Anita	Grace	LA6/25 SF6/27 PS7/2

CARTAGENA

5/11	Santa Paula	Grace	NY5/15
5/12	Vindeggen	Granco	M16/4
5/18	La Mancha	Granco	Ho6/7 N06/12
5/18	Santa Rosa	Grace	NY5/22

CORINTO

5/19	Guatemala	Maom	NY6/5
5/20	Costa Rica	Mam	Ho6/3 N06/6

CORTES

5/10	Candida	Ufruit	NY5/17
5/12	Cubahama	Ufruit	Ho5/18
5/13	Lempa	Ufruit	N05/19
5/17	Marna	Ufruit	NY5/25
5/20	Leon	Ufruit	N05/26
5/24	Catherine Sartori	Ufruit	NY5/31
5/24	Cubahama	Ufruit	Ho5/30
5/27	Lempa	Ufruit	N06/2
5/31	Copan	Ufruit	NY6/7
6/3	Leon	Ufruit	N06/9
6/5	Cubahama	Ufruit	N06/11

SAILS	SHIP	LINE	DUE
6/7	Candida	UFruit	NY6/14
6/10	Lempa	UFruit	N06/16
6/14	Marna	UFruit	NY6/21

CRISTOBAL

5/16	Choluteca	UFruit	NY5/23
5/17	Vera Cruz	UFruit	N05/23
6/8	Yucatan	UFruit	N06/14

DAR es SALAAM

6/23	Afr Star	Farrell	NY7/19
6/24	Lawak	Nedlloyd	NY7/27 LA8/14 SF8/18 Po8/24 Se8/28 Va8/30
7/15	Kertosono	Nedlloyd	NY8/17 LA9/4 SF9/8 Po9/14 Se9/18 Va9/20
8/16	Samarinda	Nedlloyd	NY9/18 LA10/6 SF10/10 Po10/16 Se10/20 Va10/22

EL SALVADOR

5/21	Washington	French	LA5/31 SF6/4 Va6/10 Se6/14 Po6/16
5/24	A. Volta	Italian	LA5/30 SF6/1 Va6/6 Se6/11 Po6/15
6/23	Winnipeg	French	LA7/3 SF7/8 Va7/15 Se7/19 Po7/20

GUATEMALA

5/10	Stromboli	Italian	LA5/18 SF5/22 Va5/28 Se6/2 Po6/6
5/25	Washington	French	LA5/31 SF6/4 Va6/10 Se6/14 Po6/16
5/25	A. Volta	Italian	LA5/30 SF6/1 Va6/6 Se6/11 Po6/15
6/27	Winnipeg	French	LA7/3 SF7/8 Va7/15 Se7/19 Po7/20

GUAYAQUIL

5/10	Cali	Granco	Pa5/21 Ba5/22 NY5/23
5/12	Neiva	Granco	Ho5/23 Ga5/26 N05/31

LA GUAIRA

5/20 Rio de La Plata Arg-State NY5/25

SAILS	SHIP	LINE	DUE
6/3	Rio Jachal	Arg-State	NY6/8
6/17	Rio Tunuyan	Arg-State	NY6/22
7/8	Rio de La Plata	Arg-State	NY7/13

LA LIBERTAD

5/13	Guatemala	Mam	NY6/5
5/14	Costa Rica	Mam	Ho6/3 N06/6

LA UNION

5/16	Guatemala	Mam	NY6/5
5/17	Costa Rica	Mam	Ho6/3 N06/6

LIMON

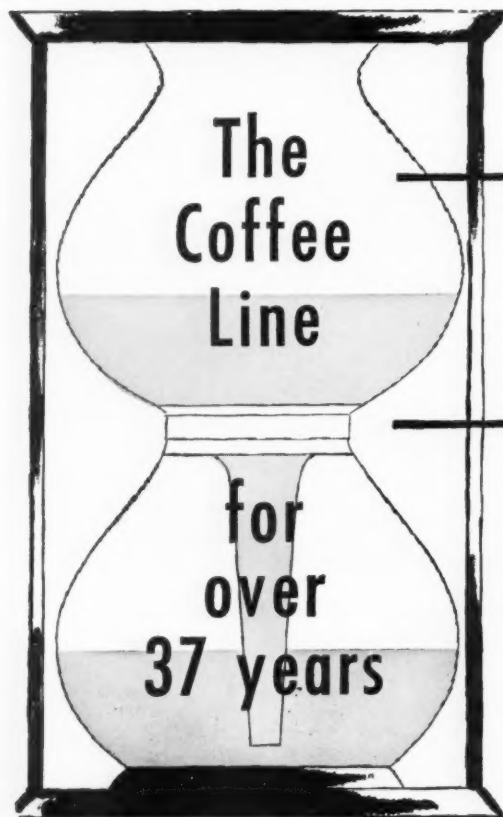
5/15	Byfjord	UFruit	NY5/23
5/15	Vera Cruz	UFruit	N05/23
5/23	Lovland	UFruit	NY5/31
5/30	Christiane	UFruit	NY6/7
6/6	Jersbek	UFruit	NY6/14
6/6	Yucatan	UFruit	N06/14
6/13	Byfjord	UFruit	NY6/21

LOBITO

5/14	Lubilash	B-Afr	NY6/3
5/16	Afr Patriot	Farrell	NY6/15
5/25	Lufira	B-Afr	NY6/15
6/5	Afr Glen	Farrell	NY7/1
6/9	Fernriver	Am-WAfr	USA7/15
6/16	Afr Glade	Farrell	NY7/16
7/18	Fernflord	Am-WAfr	USA8/15

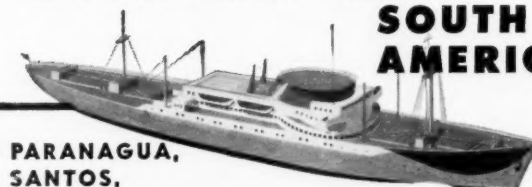
LUANDA

5/12	Afr Patriot	Farrell	NY6/15
5/16	Del Aires	Delta	N06/11
5/17	Lufira	B-Afr	NY6/15
6/1	Afr Glen	Farrell	NY7/1



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MATADI
Nieuwe Afrikaansche Handels Vennootschap

SAILS	SHIP	LINE	DUE
6/7	Fernriver	Am-WAfr USA7/15	
6/12	Afr Glade	Farrell NY7/16	
6/15	Del Alba	Delta N07/9	
7/11	Del Campo	Delta N08/6	
7/16	Fernfiord	Am-WAfr USA8/15	

MARACAIBO

5/11 Santa Clara Grace Ba5/20 NY5/22

MATADI

5/13 Del Aires Delta N06/11
 5/18 Lubilash B-Afr NY6/3
 5/30 Lufira B-Afr NY6/15
 6/4 Fernriver Am-WAfr USA7/15
 6/7 Afr Glen Farrell NY7/1
 6/9 Afr Glade Farrell NY7/16
 6/12 Del Alba Delta N07/9
 7/8 Del Campo Delta N08/6
 7/13 Fernfiord Am-WAfr USA8/15

MOMBASA

5/10 Reuben Tipton Lykes Gulf6/5
 5/14 Afr Lightning Farrell NY6/9
 6/13 Afr Star Farrell NY7/19
 6/29 Lawak Nedlloyd NY7/27 LA8/14 SF8/18 Po8/24 Se8/28 Va8/30
 7/20 Kertosono Nedlloyd NY8/17 LA9/4 SF9/8 Po9/14 Se9/18 Va9/20
 8/21 Samarinda Nedlloyd NY9/18 LA10/6 SF10/10 Po10/16 Se10/20
 Va10/22

PARANAGUA

5/10 Panama Lloyd NY5/30
 5/11 Del Monte Delta N06/3 Ho6/8
 5/16 Mormacmail Mormac NY6/2 Bo6/6 Pa6/8 Ba6/10
 5/18 Buenos Aires Stockard NY6/6 Bo6/9 Pa6/12 Ba6/14
 5/20 Canada Lloyd NY6/10
 5/21 Mormacowl Mormac Jx6/9 NY6/13 Bo6/15 Pa6/17 Ba6/19 Nf6/20
 5/21 Honduras Lloyd N06/10 Ho6/17
 5/23 Sagoland Brodin Ba6/10 NY6/12 Pa6/15 Bo6/17 Mf6/21
 5/25 Hardanger Wes-Lar LA6/24 SF6/27 Po7/2 Se7/4 Va7/5
 5/26 Mormacgulf Mormac LA6/21 SF6/23 Va6/27 Se7/2 Po7/4
 5/27 Del Valle Delta N06/16 Ho6/21
 5/28 Mormactide Mormac NY6/16 Bo6/19 Pa6/21 Ba6/23
 5/30 Argentina Lloyd NY6/20
 6/8 Santos Stockard NY6/27 Bo6/30 Pa7/3 Ba7/5
 6/10 Mormacwren Mormac NY6/30 Bo7/3 Pa7/5 Ba7/6 Nf7/7
 6/10 Mexico Lloyd NY6/30
 6/11 Mormacdawn Mormac LA7/6 SF7/8 Va7/12 Se7/16 Po7/19
 6/16 Santa Rita (Col) Col NY7/5 Pa7/8 Ba7/9 Bo7/12 Mf7/16
 6/16 Mormacstar Mormac NY7/5 Bo7/9 Pa7/11 Ba7/13 Nf7/14
 6/18 Evanger Wes-Lar LA7/20 SF7/22 Po7/27 Se7/29 Va7/30
 6/20 Venezuela Lloyd NY7/10
 6/21 Chile Lloyd N07/10 Ho7/17
 6/22 Montevideo Stockard NY7/10 Bo7/14 Pa7/17 Ba7/19
 6/22 Del Mundo Delta N07/11 Ho7/16
 6/29 Del Oro Delta N07/21 Ho7/26
 6/30 Guatemala Lloyd NY7/20
 7/11 Rio de Janeiro Stockard NY7/29 Bo8/1 Pa8/4 Ba8/6
 7/13 Del Santos Delta N08/4 Ho8/9
 7/28 Buenos Aires Stockard NY8/16 Bo8/20 Pa8/23 Ba8/25

RIO de JANEIRO

5/11 Rio de La Plata Arg-State NY5/25
 5/13 Ilheos Brodin Ba5/28 NY5/30 Pa6/2 Bo6/4 Mf6/8
 5/16 Panama Lloyd NY5/30
 5/16 Del Monte Delta N06/3 Ho6/8
 5/19 Mormacmail Mormac NY6/2 Bo6/6 Pa6/8 Ba6/10
 5/20 Mormacgulf Mormac LA6/21 SF6/23 Va6/27 Se7/2 Po7/4
 5/22 Buenos Aires Stockard NY6/6 Bo6/9 Pa6/12 Ba6/14
 5/22 Argentina Mormac NY6/3
 5/23 Del Mar Delta N06/6
 5/25 Rio Jachal Arg-State NY6/8
 5/26 Canada Lloyd NY6/10
 5/26 Honduras Lloyd N06/10 Ho6/17
 5/27 Sagoland Brodin Ba6/10 NY6/12 Pa6/15 Bo6/17 Mf6/21
 5/30 Del Valle Delta N06/16 Ho6/21
 5/30 Hardanger Wes-Lar LA6/24 SF6/27 Po7/2 Se7/4 Va7/5
 6/2 Mormactide Mormac NY6/16 Bo6/19 Pa6/21 Ba6/23
 6/5 Mormacdawn Mormac LA7/6 SF7/8 Va7/12 Se7/16 Po7/19
 6/6 Del Norte Delta N06/20
 6/6 Argentina Lloyd NY6/20
 6/8 Rio Tumuyan Arg-State NY6/22

MAY, 1957

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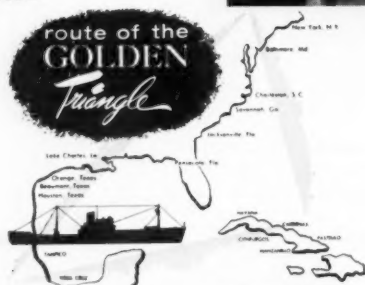
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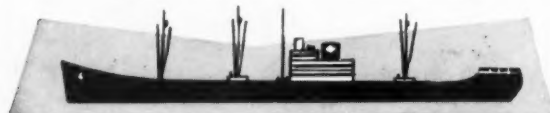
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In Other Cities Contact Grace or Lykes

SAILS	SHIP	LINE	DUE
6/8	Mormacmoon	Mormac	Jx6/24 Ba6/28 Pa6/30 NY7/1 Bo7/4 Mi7/10
6/12	Santos	Stockard	NY6/27 Bo6/30 Pa7/3 Ba7/5
6/12	Brazil	Mormac	NY6/24 6/16
6/15	Mormacwren	Mormac	NY6/30 Bo7/3 Pa7/5 Ba7/6 Nf7/7
6/16	Mexico	Lloyd	NY6/30
6/18	Santa Rita (Col)	Col	NY7/5 Pa7/8 Ba7/9 Bo7/12 Mi7/16
6/20	Mormacstar	Mormac	NY7/5 Bo7/9 Pa7/11 Ba7/13 Nf7/14
6/20	Del Sud	Delta	N07/4
6/25	Del Mundo	Delta	N07/11 Ho7/16
6/25	Evanger	Wes-Lar	LA7/20 SF7/22 Po7/27 Se7/29 Va7/30
6/26	Montevideo	Stockard	NY7/10 Bo7/14 Pa7/17 Ba7/19
6/26	Venezuela	Lloyd	NY7/10
6/26	Chile	Lloyd	N07/10 Ho7/17
6/29	Rio de La Plata	Arg-State	NY7/13
7/4	Del Oro	Delta	N07/21 Ho7/26
7/6	Guatemala	Lloyd	NY7/20
7/11	Del Mar	Delta	N07/25
7/15	Rio de Janeiro	Stockard	NY7/29 Bo8/1 Pa8/4 Ba8/6
7/18	Del Santos	Delta	N08/4 Ho8/9
7/25	Del Norte	Delta	N08/8
8/1	Buenos Aires	Stockard	NY8/16 Bo8/20 Pa8/23 Ba8/25

SANTOS

5/10	Rio de La Plata	Arg-State	NY5/25
5/11	Mormacsaga	Mormac	Jx5/26 Ba5/30 Pa6/1 NY6/2 Bo6/5 Mi6/9
5/11	Ilheos	Brodin	Ba5/28 NY5/30 Pa6/2 Bo6/4 Mi6/8
5/15	Del Monte	Delta	N06/3 Ho6/8
5/15	Panama	Lloyd	NY5/30
5/18	Mormacmail	Mormac	NY6/2 Bo6/6 Pa6/8 Ba6/10
5/20	Buenos Aires	Stockard	NY6/6 Bo6/9 Pa6/12 Ba6/14
5/20	Argentina	Mormac	NY6/3
5/22	Del Mar	Delta	N06/6
5/24	Rio Jachal	Arg-State	NY6/8
5/24	Mormacowi	Mormac	Jx6/9 NY6/13 Bo6/15 Pa6/17 Ba6/19 Nf6/20
5/25	Mormacgulf	Mormac	LA6/21 SF6/23 Va6/27 Se7/2 Po7/4
5/25	Canada	Lloyd	NY6/10
5/25	Honduras	Lloyd	N06/10 Ho6/17
5/26	Sagoland	Brodin	Ba6/10 NY6/12 Pa6/15 Bo6/17 Mi6/21
5/28	Hardanger	Wes-Lar	LA6/24 SF6/27 Po7/2 Se7/4 Va7/5
5/29	Del Valle	Delta	N06/16 Ho6/21
5/31	Mormactide	Mormac	NY6/16 Bo6/19 Pa6/21 Ba6/23
6/5	Del Norte	Delta	N06/20
6/5	Argentina	Lloyd	NY6/20
6/7	Rio Tunuyan	Arg-State	NY6/22
6/7	Mormacmoon	Mormac	Jx6/24 Ba6/28 Pa6/30 NY7/1 Mi7/10
6/10	Santos	Stockard	NY6/27 Bo6/30 Pa7/3 Ba7/5
6/10	Brazil	Mormac	NY6/24
6/10	Mormacdawn	Mormac	LA7/6 SF7/8 Va7/12 Se7/16 Po7/19
6/14	Mormacwren	Mormac	NY6/30 Bo7/3 Pa7/5 Ba7/6 Nf7/7
6/15	Mexico	Lloyd	NY6/30
6/18	Santa Rita	Col	NY7/5 Pa7/8 Ba7/9 Bo7/12 Mi7/16
6/19	Mormacstar	Mormac	NY7/5 Bo7/9 Pa7/11 Ba7/13 Nf7/14
6/19	Del Sud	Delta	N07/4
6/23	Evanger	Wes-Lar	LA7/20 SF7/22 Po7/27 Se7/29 Va7/30
6/24	Del Mundo	Delta	N07/11 Ho7/16
6/24	Montevideo	Stockard	NY7/10 Bo7/14 Pa7/17 Ba7/19
6/25	Venezuela	Lloyd	NY7/10
6/25	Chile	Lloyd	N07/10 Ho7/17
6/28	Rio de La Plata	Arg-State	NY7/13
7/3	Del Oro	Delta	N07/21 Ho7/26
7/5	Guatemala	Lloyd	NY7/20
7/10	Del Mar	Delta	N07/25
7/13	Rio de Janeiro	Stockard	NY7/29 Bo8/1 Pa8/4 Ba8/6
7/17	Del Santos	Delta	N08/4 Ho8/9
7/24	Del Norte	Delta	N08/8
7/30	Buenos Aires	Stockard	NY8/6 Bo8/20 Pa8/23 Ba8/25

TANGA

5/10	Afr Lightning	Farrell	NY6/9
6/18	Afr Star	Farrell	NY7/19
6/24	Lawak	Nedilloyd	NY7/27 LA8/14 SF8/18 Po8/24 Se8/28 Va8/30
7/16	Kertosono	Nedilloyd	NY8/17 LA9/4 SF9/8 Po9/14 Se9/18 Va9/20
8/17	Samarinda	Nedilloyd	NY9/18 LA10/6 SF10/10 Po10/16 Se10/20 Va10/22

VICTORIA

5/18	Del Monte	Delta	N06/3 Ho6/8
5/27	Honduras	Lloyd	N06/10 Ho6/17
6/1	Del Valle	Delta	N06/16 Ho6/21
6/27	Chile	Lloyd	N07/10 Ho7/17
6/27	Del Mundo	Delta	N07/11 Ho7/16
7/6	Del Oro	Delta	N07/21 Ho7/26
7/20	Del Santos	Delta	N08/4 Ho8/9

SAILS SHIP LINE DUE
TEA BERTHS

CALCUTTA

5/22	City Bedford	Norton	Bo7/2	NY7/3	Pa7/7	Wi7/10	N7/11	Ba7/13
5/25	Exemplar	Am-Exp	Bo7/1	NY7/3				
6/8	Recorder	Isthmian	N07/16					
6/9	Excelsior	Am-Exp	Bo7/19	NY7/21				
6/22	Exchequer	Am-Exp	Bo7/26	NY7/28				
7/9	Explorer	Am-Exp	Bo8/16	NY8/18				

COCHIN

5/18	Voyager	Isthmian	NY6/16					
5/22	Cingalese	Prince	Ha6/23	Bo6/26	NY6/27	Pa7/2	Ba7/4	NN7/6
6/1	Exemplar	Am-Exp	Bo7/1	NY7/3				
6/1	Silvermoon	Kerr	NY7/13					
6/21	Excelsior	Am-Exp	Bo7/19	NY7/21				
6/26	Eastern	Prince	Ha7/28	Bo7/30	NY7/31	Pa8/5	Ba8/7	NN8/20
7/1	Exchequer	Am-Exp	Bo7/26	NY7/28				
7/19	Explorer	Am-Exp	Bo8/16	NY8/18				
9/5	Malayan	Prince	Ha10/7	Bo10/10	NY10/11	Pa10/16	Ba10/18	NN10/20
10/26	Cingalese	Prince	Ha11/13	Bo11/16	NY11/17	Pa11/22	Ba11/24	NN11/26

COLOMBO

5/13	Surveyor	Isthmian	N06/17					
5/13	Matra	Cunard	Bo6/17	NY6/19	Pa6/23	N16/25	Ba6/26	
5/13	Martland	Cunard	Sa6/15	N06/20	Ho6/24	Ga6/26		
5/19	Cingalese	Prince	Ha6/23	Bo6/26	NY6/27	Pa7/2	Ba7/4	NN7/6
5/20	Olga	Maersk	NY6/23	M17/7				
5/28	Exemplar	Am-Exp	Bo7/1	NY7/3				
5/29	Silvermoon	Kerr	NY7/13					
6/5	Luna	Maersk	NY7/7	M17/21				
6/15	Recorder	Isthmian	N07/16					
6/18	Excelsior	Am-Exp	Bo7/19	NY7/21				
6/20	Lica	Maersk	NY7/22	M18/5				
6/23	Eastern	Am-Exp	Bo726	NY7/28				
6/28	Exchequer	Maersk	NY8/6	M18/22				
7/7	Leda	Am-Exp	Bo8/16	NY8/18				
7/16	Explorer	Maersk	NY8/21	M19/4				
7/20	Lexa	Prince	Ha7/28	Bo7/30	NY7/31	Pa8/5	Ba8/7	NN8/20
9/2	Malayan	Prince	Ha10/7	Bo10/10	NY10/11	Pa10/16	Ba10/18	NN10/20
10/9	Cingalese	Prince	Ha11/13	Bo11/16	NY11/17	Pa11/22	Ba11/24	NN11/26

DJAKARTA

5/14	Seaborne	Isthmian	Bo7/10	NY7/11				
5/18	Luna	Maersk	NY7/7	M17/21				
5/29	Architect	Isthmian	Bo7/24	NY7/25				
6/14	Navigator	Isthmian	Bo8/8	NY8/9				
6/18	Leda	Maersk	NY8/6	M18/22				
6/30	Chemist	Isthmian	Bo8/24	NY8/25				
7/18	A vessel	Maersk	NY9/8	M19/22				

HONG KONG

5/14	Mill	Pioneer	NY6/14					
5/16	Golden Bear	PacFar	SF6/1	LA6/6				
5/18	Nicoline	Maersk	LA6/12	NY6/28				
6/2	Japan Bear	PacFar	SF6/16	LA6/21				
6/3	Johannes	Maersk	SF6/25	NY7/12				
6/14	Keysont							
	Mariner	PacFar	SF6/30	LA7/5				
6/18	Marit	Maersk	LA7/11	NY7/26				
7/3	Sally	Maersk	SF7/25	NY8/10				
7/14	Golden Bear	PacFar	SF7/30	LA8/4				
7/18	Jeppesen	Maersk	LA8/12	NY8/28				
8/3	Susan	Maersk	SF8/25	NY9/10				

KOBE

5/18	Mill	Pioneer	NY6/14					
5/25	Nicoline	Maersk	LA6/12	NY6/28				
6/9	Johannes	Maersk	SF6/25	NY7/12				
6/24	Marit	Maersk	LA7/11	NY7/26				
7/9	Sally	Maersk	SF7/25	NY8/10				
7/25	Jeppesen	Maersk	LA8/12	NY8/28				
8/9	Susan	Maersk	SF8/25	NY9/10				

MAY, 1957

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The Northern Pan-America Line A/S
Oslo

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Coffee Service

Brazil/U. S. Gulf

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Whitehall 3-1572

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Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 2520 Bankers Bldg.

Detroit—F. C. MacFarlane, 945 Free Press Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.

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SAILS	SHIP	LINE	DUE
SHIMIZU			
5/11	Chastine	Maersk	SF5/25 NY6/10
5/20	Mill	Pioneer	NY6/14
5/27	Nicoline	Maersk	LA6/12 NY6/28
6/11	Johannes	Maersk	SF6/25 NY7/12
6/26	Marit	Maersk	LA7/11 NY7/26
7/11	Sally	Maersk	SF7/25 NY8/10
7/27	Jeppesen	Maersk	LA8/12 NY8/28
8/11	Susan	Maersk	SF8/25 NY9/10

YOKOHAMA

5/15	Chastine	Maersk	SF5/25 NY6/10
5/20	Mill	Pioneer	NY6/14
5/31	Nicoline	Maersk	LA6/12 NY6/28
6/15	Johannes	Maersk	SF6/25 NY7/12
6/30	Marit	Maersk	LA7/11 NY7/26
7/15	Sally	Maersk	SF7/25 NY8/10
7/31	Jeppesen	Maersk	LA8/12 NY8/28
8/15	Susan	Maersk	SF8/25 NY9/10

Coffee cargo pool pact

approved by U. S. agency

A pooling agreement between American and foreign steamship lines carrying coffee from Brazil to United States and Canadian ports has been approved by the Federal Maritime Board.

Under the agreement, an assessment of approximately 5¢ per bag will be paid, by all members of the agreement except Lloyd Brasileiro, into a fund which will be used for equalization payments to Lloyd Brasileiro assuring the Brazilian carrier a minimum revenue from its coffee carryings per voyage up to maximum of 48 sailings per year.

The two American companies which are parties to the agreement are Moore-McCormack Lines and the Mississippi Shipping Co.

Both of these companies are subsidized carriers, but the board has indicated that there will be no adjustment in the subsidy agreements by reason of the pooling agreement.

The board has determined that the agreement creates relationships which tend to diminish foreign-flag competition, but that it does not eliminate the competition.

However, the board said that its findings apply only to such periods as the Maritime Administrator approves its terms and that the agreement shall be automatically cancelled if the two American companies are required to withdraw from it, pursuant to a public hearing which may be ordered.

The agreement covers coffee moving out of the ports of Paranagua, Santos, Rio de Janeiro, Angra Dos Reis and Victoria to U.S. Atlantic and Gulf Coast ports and to ports in Eastern Canada.

The companies which are parties to it are all members of the Brazil-United States-Canada freight conference.

coffee tonnage at Portland

(Continued from page 35)

road personnel, importing brokers and their employees, and personnel of steamship offices and government agencies.

Add to these the list of those directly connected with the coffee roasting and packaging companies, the container manufacturing firms, label printers, advertising agencies, machinery manufacturers, and others, and it will become difficult to find a segment of the city's economy that is not directly affected by the coffee industry.

Among the major coffee roasting and packing firms in Portland are Boyd Coffee Co., Defiance Tea & Coffee Co., J. A. Folger & Co., McCormick & Co., Inc. (Schilling Division), Tucker-Emmrich Co., Wadhams & Co., Dwight Edwards Co., and General Grocery Co. There are numerous wholesale and retail distributors, as well.

Typical of the trade area covered by Portland's coffee industry is that of Boyd Coffee Co., which distributes throughout Oregon, Washington, Idaho, Montana and Northern California to wholesale, restaurant and retail outlets.

To the maritime commerce of Portland accruing directly from the coffee industry must be added the extra benefits derived from this important trade. Ships calling at the port to discharge coffee also carry other goods for discharge, and as their holds are emptied they are loaded with export cargoes for the vessel's outward voyage. Portland is the hub of the Pacific Northwest's transportation system, served by rail, truck and barge lines which steadily supply the port with the products of the area's mines, mills, fields and factories.

It is readily apparent, then, that the impact of Portland's coffee industry is far more widespread than at first appears. The steady procession of ships bringing their coffee and other cargoes in and sailing outbound with goods for the markets of the world is the keystone of the city's economy.



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Agents
New Orleans and Houston: Texas Transport & Terminal Co., Inc.

Philadelphia: Lavino Shipping Co.

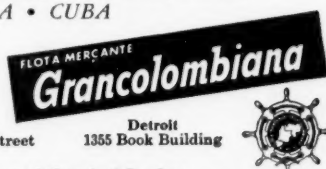
Los Angeles: Balfour, Guthrie & Co., Ltd.

San Francisco: Balfour, Guthrie & Co., Ltd.

Montreal: Robert Reford Co., Ltd.

Boston: Boston Shipping Corp.

Baltimore: Penn-Maryland S.S. Corp.



Nestle Instant Coffee offers

insulated bag as premium

Using the spring and summer picnic season to build sales for dealers of Nestlé's Instant Coffee, an attractive insulated bag is currently being offered to consumers for \$1.00 plus the inner seal of either the two or four ounce jar of the instant coffee.

An intensive newspaper advertising and point-of-sale campaign will be used to merchandise the insulated-bag premium which is said to have a verified retail value of \$2.49.

The bag comes in red and black plaid.

Full color newspaper advertisements will be used, as well as black and white. Point-of-sale material includes shelf markers, flyers and display cards, as well as ad mats.

McCann-Erickson, Inc., is the advertising agency for Nestlé's Instant Coffee.

Brochure tells history of East Asiatic

A handsome, profusely illustrated brochure has been issued by The East Asiatic Co., Inc., to mark the 60th anniversary of the founding of the company in its present form.

More than 100,000 copies, in seven languages, were distributed to the company's business and other friends all over the world.

The brochure was printed in Danish, English, French, German, Spanish, Portuguese and Siamese.

His Royal Highness, Prince Axel of Denmark, chairman of the board of East Asiatic, declared in a statement accompanying the brochure that the company, "wherever it is established, has striven to create such forms of work for its activities as are of mutual benefit for the company itself and for those countries that have opened their doors for international intercourse in trade, industry and shipping."

Value of coffee break stressed

The crucial value of the coffee break was emphasized at the Conference of Social Welfare session on rehabilitation in Albuquerque, N. M., recently.

"I will not hire anyone who does not drink coffee," said Don W. Russell, director of the Arkansas Division of Vocational Rehabilitation.

It was his way of emphasizing how important it is for physicians, welfare workers, and vocational counsellors to get together over a cup of coffee to exchange ideas on the rehabilitation of their patients.

Esther Feldman retires from CBI; spearheaded Coffeetime program

Mrs. Esther Feldman, for three years the Coffee Brewing Institute's food technologist, is retiring, CBI has announced.

Mrs. Feldman was associated with the successful Coffeetime program for women's clubs since its inception.

Succeeding her is Miss Lynn Mapel, who has been in contact work for WPIX-TV, was on television commercials for Young and Rubicam, was in the public relations department of the Shell Oil Co., and was associated with the firm of Victor Weingarten.

MAY, 1957

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You will find ATLANTIC to be a sure, safe, dependable source for fine Coffee Bags—plain, stock design or private design. May we send samples and quote on your requirements?

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COFFEE SERVED . . . as fine coffee
shipments should be served!

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CO., INC., AGENT

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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:		Total	Visible Supply—1st of Month		
		Brazil	Others		Brazil	Others	Total
1955							
June	1,372	331	984	1,315	272	406	678
July	1,580	739	894	1,632	728	362	1,090
August	1,360	579	745	1,324	484	330	814
September	1,490	731	775	1,506	543	349	892
October	1,894	1,063	824	1,887	1,024	213	1,237
November	2,048	1,017	996	2,013	1,129	303	1,432
December	2,115	842	1,007	1,849	878	222	1,100
1956							
January	1,516	738	905	1,643	780	571	1,351
February	1,894	828	977	1,805	880	445	1,325
March	2,329	1,126	1,226	2,352	1,192	421	1,613
April	1,558	860	716	1,576	822	456	1,278
May	1,336	622	694	1,316	695	586	1,281
June	1,810	866	837	1,703	930	543	1,473
July	1,883	957	828	1,785	1,060	599	1,659
August	1,441	729	809	1,538	970	582	1,552
September	1,802	912	718	1,630	998	574	1,572
October	1,424	804	655	1,459	916	654	1,570
November	1,338	650	616	1,266	828	636	1,464
December	1,241	735	651	1,386	903	703	1,606
1957							
January	1,749	917	809	1,726	1,064	655	1,719
February	2,026	906	927	1,833	1,362	611	1,973
March	1,956	1,224	1,060	2,284	1,233	668	1,901
April	1,209	500	528	1,028	729	547	1,276

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Coffee is now top dollar producer for Latin America, USDA field study shows

Coffee now brings in nearly half the total dollar income of Latin America. This income is used to buy more than \$3 billion worth of United States products annually, according to a field study by Foster E. Blackburn, industrial specialist in the sugar and tropical products branch, import division, Foreign Agricultural Service, U. S. Department of Agriculture.

Statistics for the year 1955 show that nearly 65% of Latin American imports were composed of American goods and services which amounted to a quarter of American exports.

The importance of coffee in the Latin American economy is demonstrated by figures which reveal that five countries of this region report earnings ranging from 47% to 85% from coffee exports alone.

The top percentage is claimed by El Salvador, with Colombia accounting for 83%, followed closely by Guatemala with 76%, Brazil 59%, and Costa Rica 47%.

Dollar value for Latin American coffee exports in 1955 reached a total of \$1,741,096,000.

Mexico, also an important coffee exporter, while less dependent upon the product, accounted for \$106,000,000.

Dr. Lockhart chairs committee at Food Technologist meeting

Dr. Ernest Lockhart, scientific director of The Coffee Brewing Institute, is chairman of the Taste Testing and Consumer Preference Committee at the 17th Annual Meeting of the Institute of Food Technologists, held in Pittsburgh, Pa., this month.

The meeting, also attended by Eugene G. Laughery, president of The Coffee Brewing Institute, is held at the Penn-Sheraton Hotel. Dr. Lockhart's committee is holding a day-long symposium on "Methodology of Sensory Testing."

Brazilian Coffee Institute given exclusive authority to classify coffee for export

Brazil's President Kubitschek has signed a decree giving the Brazilian Coffee Institute exclusive authority over classification of coffee for export, thus ending overlapping authority with the Agricultural Ministry, it has been reported.

Coffee soft drink promoted

The Caramba Moka Corp. of America, Hoboken, N. J., has launched a promotion drive for its coffee soft drink, "Caramba."

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Free And Bonded Warehouses

Editorials

A new day dawns for institutional coffee buying

Until now, the most neglected market for coffee in this country was probably the public institution field. It was also, not surprisingly, the most confused.

Many purchasing agents did not know how to buy coffee. Some of the specifications put out for coffee bids were remarkable for lack of just that—specifications. The agents had no way of checking coffee which was tendered.

The result was a wilderness of confusion. Many roasters who felt at one time or another that there might be business there and ventured into the woods were soon lost . . . and glad to get out.

Now the wilderness is on its way to being tamed. (See: "Bringing sense to coffee buying for public institutions," Page 11.)

The reason is Robert B. Sasseen, as head of the National Coffee Association's Institutional Advisory Committee, which has members in all parts of the country and directs three regional panels.

Realistic specifications for coffee buying have been made available to the purchasing agents. (See: "Coffee blends for institutions," Page 12.) And machinery has been set up to advise them on acceptability of roasted coffee deliveries against contracted specifications.

Already potentials in this field are beginning to show through more clearly.

Almost on the heels of NCA's announcement of the new service, 11 states, two cities and an important county accepted it and included provision for inspections of delivered coffees in current invitations to bid.

What seemed to be evident for years to Bob Sasseen is now becoming apparent to many of us. *There is untapped coffee volume in this institutional market.*

A start toward developing that business has been made, in the steps taken by the Institutional Advisory Committee. But full realization of the potential depends on the local roaster.

He is the man who can see the state, county and municipal p. a.'s in his own bailiwick. He can tell them about the new NCA services, see to it that their questions are answered.

He is also the man who stands to benefit most from constructive action taken by the purchasing agents.

As institutional coffee buying moves out of chaos onto sensible ground, it moves into areas where the local roaster can operate.

As the new procedures take hold, more total poundage should go into the market.

Better coffee in the institutions will bring more consumption, as it does in other markets.

Consider the case of the hospital which put out a bid for "coffee extender, one ounce of which added to one pound of coffee must be equivalent to two pounds of coffee."

That hospital accepted the NCA committee's help. Now it's paying more for the coffee it buys, but it's getting the blends it specifies—and hospital authorities are being praised for the quality of the coffee they're serving.

Besides, is there a coffee man who won't feel better for the knowledge that he is helping to bring a good cup of coffee to people who must cherish every comfort which comes their way?

\$1,800,000 for tea advertising

News which may carry more significance to the tea industry here and in producing countries than anything since the formation of the Tea Council five years ago was in the report by Robert B. Smallwood, Council chairman, to the 1957 Midyear Meeting of the Tea Association, held as this issue goes to press.

Mr. Smallwood announced officially that this year the Council is going to spend about \$1,800,000 on its consumer advertising program.

That's an increase of about \$800,000, or 80%!

The largest portion of the money will be used to restore hot tea advertising to its former level of effectiveness. Moreover, this fall the 12 basic markets covered for hot tea will be increased to 18 cities. And for the first time since 1954, the industry will have an adequate iced tea advertising program in 29 markets.

Tea has indeed turned its face toward the future—and is applying its resources to make that future bright.

NEW!

Automatic TEAMAKER

Makes TEA More Popular



Push Button
Serving



"The TeaMaker has proven to be a great labor saver, both from the standpoint of simplified brewing and ease of serving. We are serving more tea than ever before."

Lester Johnson—
Wheeler's Foods, Inc.

"The most important point about your TeaMaker is that the quality of the tea, for the first time in my experience, is constant and good. The TeaMaker itself is small and compact."

George Hanby
Hanby Enterprises, Inc.
Evanston, Illinois

"Not only does it dispense a fine hot beverage that has full customer acceptance but an equally good cold beverage and the important thing—both from the same unit."

Douglas Boyle,
Executive Vice President,
Hotel Robert E. Lee,
Winston-Salem, N.C.



THE FIRST Automatic TeaMaker

You get an idea of the impact this new FMC TeaMaker is having on tea sales from the above testimonials. Other restaurants and hotels using test units report: "easy to operate . . . same fine flavor in every cup . . . customers satisfied". As public demand for tea prepared the automatic way grows, increased sales of tea are certain to follow.

Write for
Detailed Literature
Today!

Enjoy a cup of tea with us at the National Restaurant Show, Booths A-275, A-281 and A-285.



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\$1,800,000 for tea promotion in 1957

Tea Association's Midyear Meeting gets dynamic news

of 80% increase in funds for consumer advertising

By ROBERT B. SMALLWOOD, Chairman
Tea Council of the U.S.A., Inc.

Probably tea's single most important piece of news in many years is the official word on stepped up promotion in this report by Robert B. Smallwood to the 1957 Midyear Meeting of the Tea Association of the U.S.A., held as this issue goes to press.

I've been invited to make the first official announcement about a big and important change in the Tea Council's operation.

This year marks the seventh successive year of industry-wide promotion for tea in the U.S. market. Actually, May will be the Tea Council's seventh birthday . . . for it was in May of 1950 that tea's campaign got underway.

We weren't any too soon in getting started on this industry-level selling job.

Before the formation of the Tea Council, the U.S. tea industry had experienced a downward sales trend for over 50 years.

Following World War II, U.S. tea consumption was at its lowest level since 1828—almost 125 years.

For four years after World War II, consumption stayed just about even.

Then the Tea Council came into being.

Since the advent of the Tea Council this is what has happened to the market for tea in the U.S.A.:

Grocery store sales have increased from 69,300,000 lbs.

in 1950 to 79,600,000 lbs. in 1956. This represents an increase of 15%.

The total market has increased from 96,000,000 lbs. in 1950 to 105,900,000 lbs. in 1956, for a total increase of 10%.

These are significant figures indicating significant gains in the highly competitive market place.

When the Council was first formed, the partners agreed that it might take a full five years before any action countering the former downward trend would be possible. We feel that the gains that have been made in the first seven years of the industrywide operation are indeed happy ones.

From 1950 through 1956, the Council's annual expenditure for advertising was at the million dollar level.

During the same period, advertising costs were rising steadily—our competitors were increasing their appropriations—and the net effect was that our effort for tea wasn't keeping pace with the requirements of the market.

It has been clear since 1955 that some positive action had to be taken—either increase the advertising fund or reduce the scope of the advertising program.

Serious deliberations were begun in 1955 on ways to go about increasing the Council's fund. These discussions continued throughout 1956, and at the year's end a formula had been found and agreed to by India, Ceylon, Indonesia

(Continued on page 70)

\$600,000 for iced tea this summer!

The Tea Council will spend over \$600,000 to promote iced tea this summer, it was reported by Gus S. Saffold, account supervisor for the Leo Burnett Co.

In announcing the Council's iced tea advertising and promotion plans at the Tea Association's Midyear Meeting, Mr. Saffold revealed that the basic theme will be, "Why don't you have iced tea more often? Why don't you have iced tea tonight?"

This theme is the basic part of a jingle which it is hoped will remind the housewife to make iced tea available for dinner, and remind the family to ask for iced tea more often.


The medium for this campaign, Mr. Saffold re-

ported, "will be radio exclusively in 29 markets. In order to project the theme in a way and at a time which we believe offers the best chance of producing favorable action, it is planned to run a saturation campaign of 60, 30, 20, 10 and 8-second radio spots heavily positioned in the 3:00-6:30 p.m. time period."

The cities which will be receiving the tea industry's advertising this summer are as follows:

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas-Fort Worth, Detroit, Greensboro, Houston and Indianapolis.

Also Los Angeles, Louisville, Memphis, Miami, New Orleans, New York, Norfolk, Philadelphia, Pittsburgh, Providence, Richmond, San Antonio, San Diego, St. Louis and Washington.



*Importers
to the Tea Trade
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Carter, Macy Company, Inc.

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MEMBER: TEA ASSOCIATION OF U.S.A.

finding the "inner" sales story

By EDMUND C. RIDLEY, Account Executive, White Rose Tea
Anderson & Cairns, Inc.

Here's the thinking behind a different kind of campaign for a tea brand. White Rose Tea, packed by Seeman Brothers, is sold in the Greater New York Metropolitan Marketing Area—the top-volume region stretching 75 miles from the city proper.

White Rose Tea promotion, handled by Anderson & Cairns, New York City advertising agency, includes space in daily newspapers, Sunday magazine supplements of newspapers, television spots, radio spots, a Broadway spectacular which has steam rising from a cup of tea—and intensive in-store displays and promotions.

In the too often frenzied atmosphere of today's sales, merchandising and advertising, day by day problems in the work of promoting our products frequently become so complex that we sometimes fail to realize the very essence, and perhaps the most effective part, of our product story.

By and large, we seek to capture part of the market by glorifying the product and/or its package, telling what it will do and how it does it better, speak reverently of quality, etc.—or, in other words, to enumerate the obvious in various boring, albeit different ways.

Without really knowing it, in so doing we become ruled by the more physical characteristics of the product.

The obsession with outward appearance permeates our sales thinking, our ad copy, packaging program, etc.—all the way down the line.

The result is we are tripped into shouting the same worn pitch, trying to shout it louder and longer than the competitor. With mighty effort we have blanked our minds, made our throats raw and wasted a good deal of money, not to mention the frayed and jangled nerves left on the consumer battleground.

This process is generally known as "hard sell"—the constant repetition of what a manufacturer or its agency wants to say.

The answer, then, would seem to lie in the opposite direction—in what the consumer wants to hear, or what I would call the "inner" approach to advertising and sales promotion. Not necessarily just "ivory tower" trickery, this involves the practical business of recognizing basic psychological attitudes and motivations . . . and learning where the product you are selling can be best associated with them.

The question, in a nutshell, is: "Where is the common chord of human response?—the basic human emotions and secret desires we are all subject to in which our sales story

will have meaning, without insulting the intelligence.

This is not a new concept. The so-called psychological approach is doubtless as old as advertising itself and is used in many devious ways today. A perfect example is the tattooed hand of the man holding a cigarette as unspoken testimony of the real he-man qualities of the cigarette product.

This is essentially the line of reasoning we have followed in our work with White Rose Tea for Seeman Brothers. In most beverage advertising today, the public is deluged with the idea of pepping up, brightening up. This is perhaps a natural outgrowth of our high horsepower geared-up living pace, which has spurred an amazing bonanza for the tranquilizing drug business.

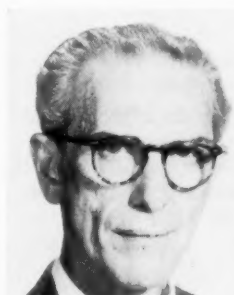
Logically, therefore, the opposite extreme would make a perfect sales message for tea—i.e., "Take time out! Relax! Enjoy a moment of peace!" Since everyone is searching for peace and tranquility of mind, we felt we were on sure ground.

Coupled with this theme in a complete newspaper advertising schedule, we selected a series of people photographs, strong in human interest, of pleasant home scenes in which tea is associated in a natural way as an integral part of the atmosphere. These included a young mother and daughter near the fireside; several youngsters having a tea party; a young couple and infant at the table; a father and his two children.

Each scene was spotlighted in a heart-shaped photo-engraving under the headline, "80 Heartwarming Moments"—i.e., one for each of the 80 tea bags in the White Rose package.

The very human photo glimpses themselves recall a

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The advertisement features a large heart-shaped photo of a family (a mother, father, and two children) sitting together and reading a book. To the left of the heart is a box of White Rose Tea with the text "80 HEARTWARMING MOMENTS...". Below the heart is a small box of White Rose Tea with the text "80 NEW TEA BAGS".

80
heartwarming
moments...

Young in every cup of White Rose Tea, the warm glow of pleasure and relaxation, the every day magic that beautifies your home and brings unforgettable moments to any hour, anytime.

Full flavor, long-lasting, no gas, no acid, no caffeine. For rich, relaxing taste, let glowing color, and the fragrance of tea perfume your home. Again—pick White Rose, the Teatiful Tea.

One of the large space newspaper ads in the White Rose Tea "soft sell" campaign. New tack is on right track and should show in hard-bitten sales figures, says agency account executive.

tea trends in India

In total quantity and value, exports of tea from India in the calendar year 1956 reached an all-time high.

Thus India's tea exports last year more than recovered the ground lost in 1955.

These trends are pointed up in a U.S. Foreign Agricultural Service summary of the tea picture in India by Leo G. Bodensteiner, Agricultural Officer.

Here are highlights from that summary:

India's tea production for 1956, according to preliminary estimates, should be 663,616,610 lbs. This is nearly the same quantity produced in 1955.

According to these same early estimates, the total registered acres under tea are 774,621, of which 712,780 acres were plucked during 1956. The area plucked is about 11,000 acres less than in 1955, but the total quantity of production remains about the same, indicating an improvement in the yield per acre.

Average quality and prices for this past year's tea crop were better than for the preceding year's crop.

Exports of India's tea have increased considerably during 1956 over the previous year. Various sources show that the grand total of exports for 1956 were 516,624,319 lbs., compared to 363,655,201 lbs. for 1955. This is an increase of 152,969,118 lbs. during the past year. The United Kingdom, by far the leading importer of Indian tea, showed the largest increase in offtake, or nearly 110,000,000 lbs. over 1955 imports.

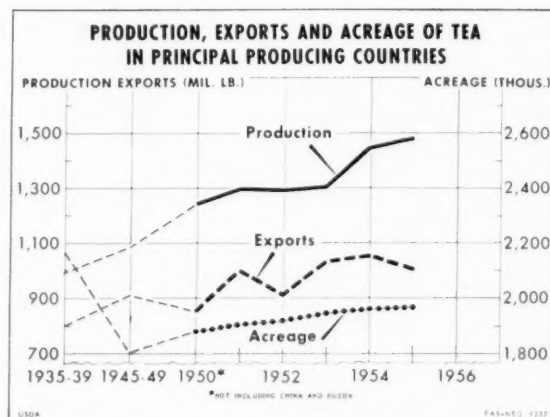
Domestic consumption of tea for India is gradually increasing. Last year's internal consumption is estimated at 212,000,000 lbs. During 1955 it was 201,500,000 lbs., and in 1954 it was 184,852,000 lbs., according to the Indian Tea Association.

Tea is India's best earner of foreign exchange. During the three years ending March, 1956, earnings from tea exports totaled Rs. 3,590 million, compared to Rs. 3,560 million from exports of jute manufactures and Rs. 2,020 million from cotton yarn and manufactures.

The 1956 crop year for the average Indian tea estate owner has been a relatively profitable one and a considerably better one than 1955. However, many problems are arising in the tea industry that will make it more difficult for Indian teas to maintain a competitive position in the world market. One of these is increased labor costs and unrest. Another is high taxes, duties and levies on export teas. Consequently, many U.K. tea estate owners and managers are moving out of India, to other parts of the world, particularly Kenya, Tanganyika and Uganda, to start new tea plantations.

It may be noted that total Indian acreage has been declining slightly each year, over the last few years. On the other hand, total North Indian production this past year was at an all-time high of 536,658,577 lbs., according to the Indian Tea Association. North India's 1955 production was 535,891,000 lbs.

The tea crop regulation scheme for North Indian tea estates came into force during November. It resulted in the stoppage of plucking on November 20th and laid emphasis on



production for quality teas to lessen the quantity of inferior grades. The net increase over the previous year's production of North Indian tea was estimated at 768,000 lbs.

South Indian tea production was less by an estimated 2,059,000 lbs. than in the previous year. This was due mainly to unfavorably dry weather conditions during the early part of the year.

As no agreement has been reached in regard to the world tea production by the participating countries of the International Tea Agreement, Ceylon and India, the two largest tea producing countries, may come to some type of an informal agreement as to the quantity of tea to produce and export, according to recent reports.

Carryover stocks in tea warehouses at the end of the tea crop and fiscal year, April-March, 1955-56, were 88,256,000 lbs., compared to 25,724,000 lbs. at the same time the preceding year. Increased offtake during 1956 included a substantial carryover of 1955 North Indian tea. Heavy buying had been reported from all the selling centers. Indian shipments represented the largest proportion of the improved export position.

The balance of tea for internal consumption during the April-March 1956-57 year may well show a short-fall and the internal buyers may have to operate on a heavier scale than usual and compete with the export markets if they are to obtain all their requirements.

To a large extent, the current prosperity of the Indian tea industry is attributable to increased imports and purchases by the United Kingdom. The U.K. has built up a substantial stock estimated to be about 212,277,930 lbs. as of March 1st, 1957.

Carryover stocks for the end of the April-March 1956-57 crop year should be very near a normal carryover of about 25,000,000 lbs., from all present indications.

India's internal tea consumption is mainly of the tea dust grades. These grades are the lowest quality and nearly always bring the lowest average prices.

(Continued on page 69)

Tea Council of Canada launches campaign to close iced tea gap

In Canada, iced tea is not consumed in any great quantity, reports A. U. Chapman, of the Tea Council of Canada. Although iced tea has long been popular in the United States, it is a comparative newcomer in most Canadian homes. The per capita consumption of tea in Canada is approximately three pounds per annum, but the percentage of tea sold which goes into making iced tea, although not known precisely, must be very small.

Why don't Canadians drink more iced tea? Mr. Chapman asks. The fact that they are heavy hot tea drinkers may in itself be a factor; there may be some resistance to making a favorite beverage in a new way.

Does the Canadian climate effect consumption? Probably not to any great extent. The temperature ranges in the heavily populated parts of Canada are not greatly different from those in much of the United States, and we should not forget that even in the depths of winter, many cold beverages enjoy enormous sales.

The key to the situation is probably promotion. For many years much American tea advertising and merchandising has been directed towards the iced beverage; after all, iced tea is a native American drink. In Canada, iced tea promotion on a large scale is only in its infancy.

This summer, for the second year, Tea Council of Canada is launching a major iced tea campaign. The campaign is, of course, primarily aimed at increasing the consumption of iced tea—both in and out of the home. This, it is believed, can be accomplished without reducing hot tea consumption, for iced tea's competitors are not the hot beverages but the great variety of soft drinks, milk and beer which are consumed in ever-growing quantities.

The campaign will consist of impact advertising, utilizing frequent full color insertions in magazines and weekend papers and blanket television coverage, with reminder advertising in the form of spot radio announcements and small space multiple insertions in daily newspapers on a coast-to-coast schedule.

An important secondary effect of the Canadian iced tea campaign has been brought to light by motivation research. Iced tea is perceived by Canadians to be a more

glamorous drink than the familiar hot tea, and the promotion of iced tea is believed to give tea generally a needed new look. And so, paradoxically, it is believed that iced tea promotion will benefit the hot tea market.

Although the success or failure of the campaign cannot be measured solely in terms of iced tea consumption, such an increase remains the primary aim.

The prospects seem good in Canada, Mr. Chapman feels. Iced tea can and will be promoted very much as a new product—with all the attendant excitement a new product can arouse.

Terminology on family-size tea bag

clarified by Tea Association board

Terminology on the family-size tea bag has been clarified by the directors of the Tea Association of the U.S.A.

TA's Grocery Merchandising Committee, headed by Harold L. Suttle, recommended that "quart size" should not be used with one-quarter ounce tea bags.

The association's directors accepted the recommendation, and instructed the Brewing Committee to suggest proper brewing instructions for the family size bag, in line with official brewing recommendations on hot and iced tea.

The director's thought the brewing instructions should specify, "A one-quarter ounce bag will make three full-strength iced tea glasses or four full-strength cups of hot tea."

Association President Edward C. Parker, of the Tetley Tea Co., named a special committee to coordinate work on the family size tea bag. On the committee are C. William Felton, Henry P. Thomson, Inc., and Carl Seeman, Jr., Seeman Brothers, Inc.

Several leading packers have indicated they will revamp the terminology on their family size packages to meet the suggestions developed by the Tea Association.

Four-page brochure describes

new FMC automatic Teamaker

A four-page brochure announcing the new and revolutionary FMC Automatic TeaMaker has just been released by the Kitchen Equipment Department of Food Machinery and Chemical Corp., Hoopeston, Ill.

Titled "Designed to Pour More Profits in Tea Serving", and printed in five color, the bulletin, KB-571, illustrates and describes the first machine to brew and dispense hot or iced tea automatically.

Brewing and serving capacities are included in the complete listing of the TeaMaker's specifications. The copy describes the machine's operation and the experience of test users.

The new FMC TeaMaker is a development of the National Restaurant Association, the Tea Council of U.S.A., Inc., and the Food Machinery and Chemical Corp. It was designed to improve the quality and profit of tea served in restaurants, hotels, cafeterias, hospitals, clubs, institutions and similar establishments.

Free copies of the booklet will be sent to all interested persons. Adresse inquiries to Food Machinery and Chemical Corp., Hoopeston, Ill., and ask for Bulletin KB-571.

Servit Foods Corp., New York City, is offering an iced tea sipper spoon with its quart-size iced tea bags. The premium is inside the package. Servit emphasizes that the one-half ounce tea bag brews a quart of iced tea. Packed ten quart-bags to the box, it is to retail for 45¢.



Huge campaign backs Tender Leaf Tea drive, with 10¢-off deal

Some of the most powerful advertising ever put behind a tea promotion is backing the current Tender Leaf Tea campaign. Millions of homemakers are being reached through advertising channels with an offer of 10¢ off on each 48-count package of Tender Leaf Tea bags and the eight ounce loose tea package.

Heading the campaign are full-page advertisements reaching 15,000,000 readers of Life, Family Circle and other magazines.

Thirty-six million consumers are being reached through network radio and television programs. Featured are television personalities carrying the story of the 10¢ offer. Tennessee Ernie, Art Linkletter's "House Party" and Jack Bailey's "Queen For A Day" lead of the network television schedule, with additional CBS radio network and local radio spot announcements in 32 cities.

Local newspaper ads are appearing in approximately 40 Eastern cities.

Special color display material to remind shoppers of the offer at the point of purchase are available through Standard Brands salesmen. These include colorful posters and shelf tuck-in cards featuring the television stars. Mats on the offer ready for dropping into local newspaper ads also are available.

The 10¢-off sale offers special profit advantages to the dealer, Standard Brands said. The offer provides an

opportunity for customers to stock up on this brand of tea. Because the unopened tea packages are foil-protected, the tea may be stored without loss of delicate flavor and aroma. The package is the regular size, so it requires no special handling.

Plans for 1957 tea convention

point to "top notch" event

Plans for the 1957 convention of the Tea Association of the U.S.A. indicate it will be a "top notch" event, according to Thomas J. O'Rourke, of the Aldine Paper Co., chairman of the convention committee.

The convention will return this year to familiar and pleasant stamping grounds for tea men—The Greenbrier, White Sulphur Springs, W. Va.

Working with Mr. O'Rourke on various phases of convention activities are C. B. Delano, Thomas J. Lipton, Inc., convention committee vice chairman; Don Thomson, Henry P. Thomson, Inc., golf chairman; Thomas Dannemiller, Dannemiller Coffee Co., in charge of prizes; Carl Seeman, Jr., Seeman Brothers, Inc., tennis chairman.

The business program should be harder hitting and even more rewarding to tea men than at previous conventions, Mr. O'Rourke indicated.

Tea in Ethiopia

Although climatic conditions in Ethiopia favor tea production, only small amounts—but of good quality—are grown, principally in Ilubabor Province and in other scattered areas of the west and south.



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long fibered, porous papers
for tea bags
and coffee filters.**



SPECIALTY PAPERS

**C. H. Dexter & Sons, Inc.
Windsor Locks, Connecticut**

Tea Movement into the United States

(Figures in 1,000 pounds)

	Jan 1956	Feb. 1956	March 1956	April 1956	May 1956	June 1956	July 1956	Aug. 1956	Sept. 1956	Oct. 1956	Nov. 1956	Dec. 1956	Year 1956	Jan. 1957	Feb. 1957	March 1957
Black																
Ceylon	3,906	3,008	5,036	4,954	3,270	3,331	3,530	4,635	3,354	3,880	1,535	2,433	42,871	3,102	2,755	4,351
India	3,537	3,259	3,937	4,264	2,572	1,989	1,566	1,751	1,546	2,988	1,738	2,572	31,719	3,909	2,333	2,208
Formosa	265	189	93	60	141	623	413	204	583	646	432	529	4,179	532	351	447
Africa	308	343	378	495	200	384	529	349	232	349	282	532	4,384	404	339	414
Indonesia	1,499	970	689	1,279	635	1,017	1,242	951	1,436	740	916	1,117	12,492	1,608	1,193	1,453
Japan	145	134	108	64	36	51	67	103	49	6	30	11	802	31	42	124
Misc.	196	123	167	50	248	91	75	126	118	94	99	197	1,589	258	169	314
Green																
Japan	249	40	116	60	82	82	298	978	251	482	248	38	2,924	79	21	15
Misc.	11	5	29	5	8	10	...	10	43	21	31	4	177	2	6	15
Oolong																
Formosa	18	16	21	6	15	16	13	33	55	37	36	39	306	28	32	21
Canton	5	2	1	2	1	1	2	5	4	16	17	9	65	2	3	3
Sentd Cntn	8	3	2	7	7	6	3	3	3	9	3	10	63	5	4	7
Mixed	7	7	3	7	12	4	5	9	26	21	5	15	121	17		
TOTALS	10,154	8,104	10,580	11,253	7,227	7,605	7,743	9,157	7,700	9,289	5,372	7,506	101,667	9,977	7,248	9,372

Figures cover teas examined and passed, do not include rejections Based on reports from U. S. Tea Examiner

Pakistan puts 4,500,000 lb. limit

on teas for sales through London

Not more than 4,500,000 lbs. of Pakistani tea will be allowed to be exported for sale through London auctions during a season, the Pakistan government has announced.

A press note issued by the government said last year 15,000,000 lbs. of tea was sold by Pakistan through London auctions, and the object of the new measure was to encourage "the sale of tea through Chittagong auctions in order to stabilize prices at reasonable levels, thus attracting foreign buyers at Chittagong."

The government hopes the measure will lead to some reduction in retail prices. It might also lead to a reduction in the loss of foreign exchange now incurred on consignment of large quantities of tea sold through London of brokerage warehousing and handling charges.

The restriction is only on a consignment and not a letter of credit basis.

Welsh named public relations

director for McCormick & Co.

Paul E. Welsh has been appointed public relations director for McCormick & Co., Inc., Baltimore, it was announced by John N. Curlett, president.

Since 1955, Mr. Welsh has held the position of public relations director for the Baltimore Baseball Club, Inc.

A native of Cumberland, Md., Mr. Welsh is well known in the fields of journalism and public relations in the Baltimore area.

Following graduation from Calvert Hall High School, he entered the University of Maryland. In 1933, while a student there, he became College Park correspondent for the Baltimore Sun. He continued in this capacity, covering University of Maryland events, until he became a staff member in May, 1940.

During the 1930's, Mr. Welsh was also in public relations and advertising work in Baltimore.

He was granted two leaves of absence from the Sun—the first to serve as a special agent in the Military Intelligence and Counter Intelligence Corps from 1942 to 1945. He was given a second leave to serve as chief of the Public Information Division—European Command, from 1948 to 1950.

Mr. Welsh is married to the former Miss Francoise M. C. Haffner, of Paris and Chalons-sur-Marne, France. They have two children.

Iced tea highlighted by Council

in exhibit at NRA convention

Iced tea was highlighted by the Tea Council of the U.S.A., Inc., in its 60-foot display booth at the National Restaurant Association convention, held earlier this month at the Navy Pier, Chicago.

The exhibit presented the story on the "1-2-3" method for iced tea, including a six-foot model of the iced tea dial.

Iced tea brewing equipment was also displayed, and properly prepared iced tea served to conventioners.

Manning the booth during the week-long exhibit were members of the Tea Association of the U.S.A., who volunteered their services.

Smallwood, Wood co-chairmen in fund drive

Robert B. Smallwood, chairman of the board of Thomas J. Lipton, Inc., and Carl I. Wood, president, are co-chairmen for the publicly-owned corporation division of the Greater New York Fund 1957 campaign.

The publicly-owned corporation division headed by Mr. Smallwood and Mr. Wood annually raises the major part of the contributions for the Fund in the business community. Last year this exceeded \$4,700,000.

Reilly, Delano honored at Lipton dinners

Two Thomas J. Lipton, Inc., men were honored recently at dinners marking long tenures with the company.

Mr. A. Reilly, vice president in charge of marketing, was the surprised guest at a dinner at the Union Club, Hoboken, N. J., marking his 35th anniversary with the company.

C. B. Delano, personnel director, was honored at another dinner, marking his 25th year with Lipton.

I-H-W "veterans" honored

Two tea men who have been in the tea business 50 years and more were honored at a dinner at the Chemists' Club, New York City.

The dinner was tendered by P. C. Irwin, president of Irwin-Harrisons-Whitney, Inc., New York City, tea importers.

The men honored were Van A. Maxson, who heads up I-H-W's Chicago office, and Clifford E. Hunt, of the company's Cincinnati office.

"Pete" Irwin on round-the-world trip

P. C. (Pete) Irwin, Jr., of Irwin-Harrisons-Whitney, Inc., is on a six-to-eight-week trip around the world to tea producing and trading centers.

His itinerary calls for visits to England, Ceylon, India, Indonesia, Formosa and Japan. He will also stop off in Singapore, Hong Kong and Taipeh.

He will return to the U. S. via San Francisco.

Introduces tea dispenser with glass gauge

"Don't Get Caught with Your Tea Down" is the theme with which Eastern Tea Corp., Staten Island, N. Y., is distributing its tea dispenser, "The 1957 T-Canter," to the trade.

Eastern's latest model of the T-Canter incorporates the popular features of previous models with a new idea, a "See-through" glass gauge, the company said.

With "The 1957 T-Canter", restaurant personnel will know how much tea they have on hand at all times, the firm said.

Van Vlack heads American Can International

Wagner Van Vlack, formerly sales manager of American Can Co.'s closing machine department, has been appointed vice president of the firm's newly formed subsidiary, American Can International, Inc.

He will have supervision over Canco plants soon to start operations in Brazil and Puerto Rico, the carrying out of technical-assistance agreements with can manufacturers in a number of foreign countries, and export sales of the company's U. S.-made containers.

Decimal coinage system launched in India

In a daring revision of its traditional coinage system, India introduced a decimal basis on April 1st.

The new unit is to be called "Naye Paise", the equivalent of 1/100th part of one rupee. At a conversion rate of \$2.80 equal to £1, and 13 rupees equal to £1, one rupee is equal to 22¢ U.S.

IRWIN-HARRISONS-WHITNEY INC. TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

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8.5 billion tea bags in 1956

In 1956 the number of tea bags sold through grocery stores in this country reached 8.5 billion, according to the Trade Relations Bulletin of the Tea Association of the U.S.A.

This compares with 1.0 billion tea bags in 1940.

During the same period, package tea sales went from 55,600,000 lbs. to 37,300,000 lbs. In 1956, package tea sales were approximately 47% of total grocery sales, tea bags accounting for the balance.

Institutional sales and government purchases would be additional business not included in the grocery figures. Tea consumed in liquid or powdered form also should be added to the total.

tea trends in India

(Continued from page 64)

The per capita consumption of tea in India for the past year is nearly 0.6 lbs. The Indian Tea Board is promoting internal consumption with advertising, tea centers and tea rooms. They hope ultimately to attain a goal for domestic consumption of 50% of India's tea production. This would mean a total of over 330,000,000 lbs., or a per capita consumption of about 0.9 lbs. at the current rate of production and total population. At first glance, this rate of consumption should seem easily attainable. However, the present standard of living

is low and any increase in consumption will consequently be slow.

Total Indian exports for the year ending December 31st, 1956, are estimated to be 516,624,319 lbs., valued at Rs. 1,406,000,000, as compared to 363,655,201 lbs., valued at Rs. 1,127,000,000 during the previous calendar year.

The increase in exports during 1956 was shared by all the principal markets for Indian tea. Exports to the U.K. were 308,300,000 lbs., as against 198,300,000 lbs. in the previous year.

Exports to the U.S.A. also increased. They amounted to 21,000,000 lbs. in 1956, compared to 17,300,000 lbs. in 1955.

The exports to Canada rose from 11,000,000 lbs. in 1955 to 14,800,000 lbs. in 1956. Exports to Egypt also recorded a marked increase, from 10,000,000 lbs. in 1955 to 15,300,000 lbs. in 1956. The U.S.S.R. took 13,000,000 lbs. in 1956, compared to none for 1955.

Tea prices on the average were higher for all grades during 1956 compared to 1955, at both the Calcutta and Cochin public tea auctions.

One of the factors, helping to maintain good prices at both auctions was the activity of Russian buyers, particularly in the Cochin market. From private sources it is reported that the Russian buyers made purchases indiscriminately and sporadically in the Cochin tea auctions, which reflected in price differentials of as much as 8 annas per pound in teas of similar quality, such as Nilgiris B.O.P. or B.O.P.F. grades.

The large increase in Egyptian purchases of Indian

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

teas also was a factor in maintaining a high price level.

More than 50% of Indian teas are common teas, as distinct from quality teas, which usually realize good prices even in a buyer's market. The common teas usually face increasing competition from other producing countries. India's newest competitor in the common tea market of the world is Africa.

Egyptian offtake of Indian teas, which increased by more than 50% in 1956, is expected to continue at a high level in view of payment difficulties with Ceylon.

The U.S.S.R. is also expected to continue to lend its support to the Indian market, particularly for autumnal teas from Assam and Darjeeling teas.

It is expected that present price levels of tea will be maintained if production in the early months of the new crop year, beginning April 1st, 1957, is not increased too sharply, to a point where it is higher than at the beginning of last year.

Crop prospects for the South Indian tea districts are much better at the present time than a year ago. What some of the districts may lack in crop increases at the present time is made up for by an increase in quality.

Labor conditions on South Indian tea plantations have deteriorated badly during the past year in all their districts. It is reported to be at an all time low for output of work and general discipline. It appears that the labor situation on both North and South Indian tea estates is the main dark spot in the Indian tea picture at the present time, and may well continue to be so for some time.

\$1,800,000 for tea promotion in 1957

(Continued from page 61)

and the U.S. packers who support the Tea Council.

This year, 1957, we're going to spend about \$1,800,000 on our consumer advertising program.

That's roughly an \$800,000 increase—or if you prefer percentages, an 80% increase in money available for consumer advertising.

What can or should we expect from this increased spending?

Of course, it's going to benefit every one of us.

It's a healthy increase, sort of a much-needed trans-fusion which enables the campaign to be improved in three ways.

First, the largest share of the money is being used to restore our hot tea advertising to its former level of effectiveness.

Secondly, we will be able this fall to expand our market-by-market coverage to 18 cities, up six over the former pattern of 12 basic markets for hot tea.

And third, for the first time since 1954, we will have an adequate iced tea advertising program in 29 markets. You'll get the details on this new iced tea program a bit later in today's program.

Well, that's my official announcement. It can be summed up in these few words—the Tea Council's back in business with enough money to give it a solid footing for making progress again.

It is to the everlasting credit of all the individuals representing the governments of India, Ceylon and Indonesia that they so wholeheartedly recognized the need and acted to provide their share of the expanded fund.

In addition, all of the U.S. packers who were contributing on the regular packer basis agreed to increase their monthly rate of payments—and they too are to be congratulated.

This, it seems to me, is the very best evidence that tea, here and in the major producing countries, is a dynamic, progressive, surging industry with its face turned toward the future—and the future looks bright.

finding the "inner" sales story

(Continued from page 63)

host of pleasant remembrances and associations to us all. The concept of relaxation is inherent in this appeal to the instinct which calls forth life's heartwarming moments.

What might otherwise be the "hard sell" facts about the product—full brew tea bags, outstanding quality of blend, etc.—are instead used almost as an appeal to reason in justification of the primary emotional values.

Experts in the now well-accepted field of motivational research have proven that people are governed to a great extent by emotional desires. We have attempted to apply the theory by suggesting something more than just a package of tea . . . i.e., pleasure and serenity, if only for a brief moment.

We believe we're on the right track. It's certainly a lot of fun, and indeed, creatively different from standard advertising practice. We think, too, that the difference will be noted in hard bitten sales figures on White Rose Tea at Seaman Brothers.



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Packing ½ oz. wt.**

THE QUART-SIZE TEA BAG

- Fine quality produces repeat sales at HIGH GROSS!
- Each ½ oz. bag of Orange Pekoe teas MAKES FULL STRENGTH QUART.
- PREMIUM ENCLOSED—Iced Tea Sipper Spoon—to boost sales!

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Sees growing African tea industry as grave threat to Ceylon

African teas were placed as one of the gravest threats to the future prosperity of the Ceylon industry by Forbes & Walker, leading Colombo brokers, in a company review of the tea situation, it is reported by the London Tea & Rubber Mail.

Here are highlights from that report:

It is no longer possible for anyone to belittle the prospects of Africa as a major tea producer on the grounds of inadequate rainfall and labor shortage. Production during 1956 reached the formidable total of 70,000,000 lbs. A further substantial acreage should come into bearing in the next few years.

There is a bitter contrast between the enthusiastic development of new areas throughout the continent and the anxious preservation of a wasting asset which is the picture in a great deal of the mid-country in Ceylon.

For nine months of the year (1956), African teas were selling profitably, sometimes very profitably, while Ceylon and Indian producers were in difficulties. The threat of overproduction was solved by the decision to stop plucking early in North India. India was forced to restrict in order to maintain a price above cost of production and her teas were replaced by Africans. Though there are no statistics available it is likely that a good many Ceylon small-holders stopped plucking when prices were low, so that Ceylon too had a measure of unwilling restriction forced on her.

Whenever demand fails to keep pace with expanding production, the same situation will develop and Ceylon's and India's highly taxed industries will have to give way. Many African teas are of a satisfactory standard to replace Ceylon mediums, and the rigid restriction of the shipment of Ceylon tea to the London auctions encourages the blenders to substitute them. The opening of an auction center in Nairobi forshadowes the entry of African teas in quantity into other markets.

[Commenting on the failure to sign a new International Agreement, the company states it is understood that the relative quotas are still being disputed, while Ceylon has even been blamed in some quarters.]

Ceylon is absolutely dependent on her export market, and we think it would be most unwise to sign an agreement which might result in her alone having to cut production.

The proposed assessments were:—
 India 500 million lbs.
 Pakistan 47 1/2 million lbs.
 Ceylon 400 million lbs.
 Indonesia 175 million lbs.

If these figures are compared with present exports, it is clear that no conceivable cut in the export quota could

affect Indonesia at all. Since exports to West Pakistan count as internal consumption, Pakistan too would be unaffected. The restriction would fall on Ceylon and India and the latter country has a big and expanding internal market to absorb any production in excess of export quotas.

The most likely course of events is that expanding African production will first drive rubbishy teas off the market and that there will then be an opportunity for a complete reassessment of the actual production of the various countries.

In spite of strong representations by producers, licences for 1957 have been issued on the same basis of a total of 65,000,000 lbs. of high and medium grown teas for the London auctions.

It seems clear there is a growing

public in many countries which is prepared to pay for the best blends and will not be content for the poorer types. The entry of Russian buyers into the Indian market accentuated the inadequacy of the supply of good tea. Shipments to the U.S.S.R. from Calcutta during the year amounted to over 13,000,000 lbs., comprising chiefly good Assams. They also operated in Ceylon.

Most producers of high grown tea had a good year and the better medium grown estates shared in that prosperity. The same could not be said of the remaining Ceylon producers. For much of the year low grown, low medium and bought leaf teas were selling at unremunerative rates close to or below the cost of production.

24

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TEA

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THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

postwar trends in spices

**ASTA's 1957 convention is taking place against a backdrop
of years of vital changes in patterns of spice consumption**

By STEWART P. WANDS, Executive Secretary
American Spice Trade Association

The trend in American economy since the close of hostilities in 1945 has been an upward one in both consumer demand and purchasing power. There have, of course, been periods of minor decline, but the trend has been one of greater demand for all consumer products.

In the food field, the spice industry has benefited greatly by this ever-increasing demand for consumer products. This demand attributable not only to increased purchasing power but also to the new enthusiasm over cooking with spices that has swept the country since the war.

As evidence of this increased demand for spices, the modern supermarket of today carries about 31 different spice items as compared to 11 in the prewar period.

National sales of leading grinders and processors indicate that the most popular spices on the grocer's rack today are black pepper, cinnamon, paprika, garlic (salt and powder), chili powder, nutmeg, cloves, red pepper, oregano, parsley flakes and onion (salt and powder). A survey made in 1944 showed that the leading sellers were black pepper, cinnamon, nutmeg, paprika, cloves, allspice and ginger.

This would indicate that we had five new products that are in great demand by today's homemaker and only one that has dropped from the list of popular spices since 1944.

A comparison reveals that while pepper and cinnamon are still top favorites, the other spices are being pressed for top honors by newcomers on the modern spice shelf.

Several of the herbs, known to the average homemaker

but seldom used, have now taken on a greater popularity in the preparation of foods not previously accorded these aromatic leaves. One packer has reported an increase of 1,900% in sales of oregano since 1947, while another listed his sales of the herb as 52 times greater than in 1946. Sales of rosemary have climbed 80%, and thyme, which has become a staple item in many large departments, was not even carried a few years ago. Bay leaves, a well known item for years, has shown gains up to 65% in recent years. Grocery sales of parsley flakes have also risen—180% for one packer.

At the close of the war, our imports of these new spices, which have now become so popular, were in such limited quantities that the U. S. Department of Commerce listed them under a single miscellaneous classification in its annual reports of U. S. imports. Today they have earned a listing of their own, and the quantity imported continues to increase each year.

Why this new interest in spices?

Food experts feel that the American palate is already well past the threshold of interest in food seasoning. The popularity of foreign cooking, travel by Americans in ever-increasing numbers to the food capitals of the world, and the general trend to outdoor living and cooking—all are playing important parts in the greater demand for spices on the grocery shelves.

It is a well-established fact in the food industry that the buying habits of consumers are very definitely influenced by ideas gained in public-eating places. The professional chef has always enjoyed the respect of homemakers. As a result, the spice trade sees good prospects for growing sales in the growing emphasis in the mass-feeding field on the importance of well-seasoned food.

Robert Audeland, executive chief of the famous Essex

(Continued on page 90)



"Work and play"

to mark ASTA's

1957 convention

By E. H. SENNHAUSER
Chairman
Convention Committee
American Spice Trade Association

The American Spice Trade Association's 51st annual meeting and convention will be a typical ASTA "work and play" event. It is being

held this year at the Shawnee Inn, Shawnee - on - Delaware, Pa., May 26th-29th.

An interesting program has been prepared. It gets underway Sunday, May 26th, with a reception at 6:00 p.m. tendered by ASTA's board of directors, followed by an informal supper and reunion.

Section meetings start Monday morning at 9:30 a.m., immediately after breakfast. The grinders' meeting will be under the chairmanship of Howard C. Wolf; the dealers, Frank G. Mabbs; and the agents and brokers, Robert J. Shearman.

While the section meetings are in session, the ladies sports program will get underway. An enjoyable program has been prepared by Mrs. Karl Landes, who heads up these activities. The day before, on Sunday, Mrs. Landes will conduct a meeting of the ladies' executive committee.

Talking about sports, the events will include a golf tournament for the ladies and the men, a hole-in-one contest, putting competition, bowling, ping pong, tennis, badminton, archery and boating. If the weather is good, there will be swimming in the outdoor pool.

Something new at ASTA conventions and sure to be an outstanding event will be "Associate Night" on Monday evening, after dinner. ASTA associate members will be hosts for unique entertainment, dancing and refreshments.

The annual meeting will start at 9:30 a.m. Tuesday, with President T. Bernard Jones presiding. Morris Rossoff, ASTA general counsel, will report during the session on "The Robinson Patman Act".

That evening, after a dinner, "al fresco" the men will compete in the annual bowling tournament, and the ladies will try their luck in the card tournament. Spice people not taking part in the tournaments will be able to see movies on Indonesia taken recently by A. Weening, of the Catz American Co., Inc.

Continuing immediately after breakfast Wednesday morning, the annual meeting will wind up with the elections and with the organization meeting of the new board of directors. The morning session will also hear a talk by Edward F. Phelps, Jr., of the Offices of Defense Mobilization.

At luncheon on Wednesday, prizes will be awarded to the winners of the various events by Mrs. Landes and her ladies committee, and by Michael P. Kedrovich, in charge of the mens' sports events.

A formal reception at 6:00 p.m. will precede the formal banquet. The menu for the banquet has been carefully selected, and instead of after-dinner speeches, there will be drawings for prizes, entertainment and dancing.

This rounded business and social program has been made possible by

(Continued on page 119)

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spices for restaurants sparked

by ASTA publicity program

By GENEVIEVE LYNCH, Chairman
American Spice Trade Association
Publicity Committee

A few months ago, the editor of a restaurant magazine called the American Spice Trade Association's publicity counsel to ask why, all of a sudden, he was finding so many impressive spreads on spices appearing in magazines in his field.

We on the Publicity Committee could have given him a clue, because this year ASTA's new institutional publicity program got rolling in high gear. At the Bernard L. Lewis agency, however, in addition to an explanation he was sold on doing a spice article himself. His call was turned into one more score in what has become a very effective project.

Reading other magazines of this type, the editor found that last July, Institutions magazine carried an ASTA color photo on its cover and ran an article on spices as its major food spread. Then, in August, September and October, Institutional Feeding and Housing ran the largest series on spices ever done in the restaurant field. Meantime, in September, Cooking for Profit carried a feature article on pepper, and in October, Restaurant Management published an expensive four-page insert on spices, including a completely unique type of spice chart.

But what the editor didn't know when he called was that in December, Hotel Management Magazine would run a by-lined article on spices, or that in January, Food Service Magazine would also carry a lead story on our products, or that in March, Institutions would spotlight spices a second time within the year!

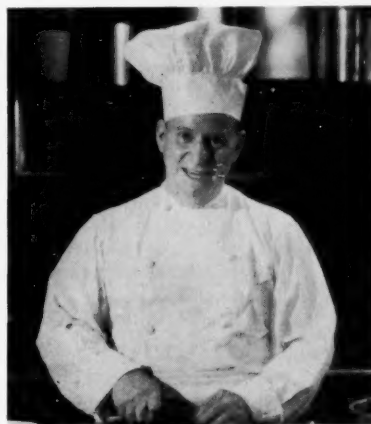
In his phone call, that editor put his finger on one of the most active services that has been developed for the institutional field. Each of the articles he had seen was totally different—prepared exclusively for the magazine which published it. This applied to photos, recipes and charts, as well as stories. All were written by the Bernard L. Lewis Institutional Publicity Department, under the direction of Marshall Neale, and in total represented hundreds of hours of preparation time.

As has been our policy with the really important trade magazine articles that ASTA has arranged, most of these restaurant pieces have been reprinted. It has been very satisfying to see that our grinder members have been ordering them by the thousands. One article alone has had a reprinting of over 13,000. All have exhausted their original reprint orders and in many cases we've had to re-order.

ASTA's institutional publicity service could well be featured as a model for the field. We have secured the services of a professional chef who is both a college-level food preparation instructor and a former executive chef of a New York hotel. He is producing quantity recipes and ideas similar to the homemaker size recipes which come out of our consumer test kitchen. Consulting are a home economist who formerly worked for a restaurant chain, a former director of a school cafeteria and a former hospital dietitian. Our photos are taken directly in a working restaurant kitchen and dining room. Heading the operation and writing the articles is a man who is one of the few specialists in restaurant food publicity in the country today.

In addition to the stories that have been prepared for the restaurant magazines, ASTA exhibited at the huge National Restaurant Association convention for the first time last year. More than 8,000 restaurateurs visited our display and took away our literature on spices. These people showed such intense interest in spices and new ideas for using spices that ASTA is sending two members of its institutional department to the show this May. Instead of using a professional model for a hostess as we have done at most of our trade show exhibits, we are using a young staff home economist

(Continued on page 92)



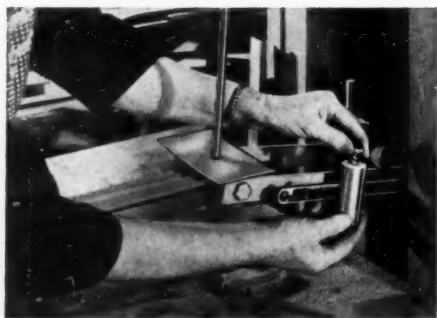
Chef Alfred Goldsmid, ASTA's new institutional program consultant. Former executive chef of the Hotel Abby and banquet chef at the Waldorf, he is an instructor at the New York City Community College.

CASE HISTORY:

Stokes & Smith - 'EG' Filler
C. W. Antrim & Sons, Inc.
Richmond, Virginia
Packers of "Old Mansion"
brand spices



Rapid changeover increases daily output of short production runs



One simple adjustment on the scale beam changes the net fill to the desired weight, accurate to within $\frac{1}{16}$ ounce plus or minus per pound. This adjustment is made by the operator without moving from the filling station.

"Our Stokes & Smith 'EG' Filler makes it possible to package our spices in sizes ranging from 1 to 16 ounces with 25% less change-over time than required by our previous equipment. This feature alone assures rapid filling of small orders which make up much of our business in pepper, cinnamon, nutmeg, cloves, allspice, chili powder and ginger. And by holding net weights to within $\frac{1}{16}$ ounce per pound accuracy, it also eliminates time-consuming check weighing."

In addition to these advantages, Mr. R. H. Cardwell, Jr., of C. W. Antrim & Sons, Inc. also reports, "We can fill spices directly into a prefabricated bag which is then inserted in a rigid container. With a minimum of adjustment, a flip of a switch, we can change over to pressure pack filling or gross weighing directly into containers. The auger-type mechanism delivers a constant, smooth flow when handling either free-flowing or oily spices. Four point lubrication is all that is required because the 'EG' is electrically controlled, reducing mechanical parts to a simple belt drive and shaft instead of a complicated, hard-to-maintain mechanism."

For full information on how the versatile 'EG' Filler can cut your packaging costs write on your letterhead to:



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SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

COFFEE & TEA INDUSTRIES and The Flavor Field

progress in research on spices

New quality test for black pepper announced by ASTA

The American Spice Trade Association has announced the development of a method for determining the quality of natural black pepper.

Based on the piperine content of the spice, the new test provides a more accurate, simpler and faster way of gauging the quantity of piperine present than previous techniques. Piperine is the principal substance associated with pungency and bite strength in pepper, our most important spice. This test, coupled with a recently de-

veloped method of analyzing volatile oil, the aromatic factor in black pepper, makes it possible to measure more accurately the flavor of this spice.

A modified colorimetric procedure, the new test measures the piperine by determining color developed with the special reagents. The new procedure is reported to be a major improvement over the existing method of estimating piperine by nitrogen level. It will make it easier to determine various grades or qualities of pepper.

This colorimetric acid analysis was developed by Leonard A. Lee, a research associate of the American Spice Trade Association and staff member of the Eastern Utilization Research Branch of the U. S. Department of Agriculture.

USDA develops new methods to analyze spices

Improved methods and apparatus for determining the volatile oil content of spices have been developed by the U. S. Department of Agriculture, in cooperation with the American Spice Trade Association.

The new procedures and equipment shorten analysis time, ease manipulation and give greater accuracy, compared to previous techniques, according to a report issued by the U. S. D. O.'s Eastern Regional Laboratory.

The new process reduces distillation time in the analysis by three to four hours through the use of a magnetic stirrer. Where it formerly took from five to six hours to run a test on nutmeg, for example, the time with agitation was shortened to from one and a half to two hours. The stirring makes it possible to increase the heating mantle temperature without danger of scorching the spices. Agitation also brings the water and spice samples into closer contact, eliminates the chance of superheating and local hot spots and makes the use of anti-foaming agents unnecessary.

The improvements consist principally of modifications of the methods and equipment developed by J. F. Clevenger for the analyzing of essential oil content of plant products. The Clevenger system has been recognized as standard procedure for these tests.

The Clevenger trap was changed to include a more precisely calibrated tubing, which gives more accurate and easier-to-read results. The trap was also designed in two parts instead of one, so that it is possible to test oils both heavier and lighter than water with only a slight adjustment. This makes the new trap easier to clean in addition to its other advantages.

The work was done by Leonard A. Lee and Clyde L. Ogg, of the Eastern Regional Research Laboratory. Members of the American Spice Trade Association's Research Committee also collaborated by running check analyses on celery seed, nutmeg and black pepper, using the new methods. The collaborators' results bore out the findings of the original researchers, showing the new procedures to be faster, easier and more accurate.

This research was supported in part by a research fellowship, placed with the USDA by the spice association. The new procedures will speed and improve the determination of grades in imported spices.

Many spices declared safe for ulcer diets after medical research

The normally drab diets of ulcer sufferers may become more flavorful as a result of new research showing that various spices are not harmful to ulcers.

Cinnamon, allspice, mace, thyme, sage, paprika and caraway seed are permissible in the diets of those with active duodenal or gastric ulcers, according to an article in the American Journal of Gastroenterology.

Dr. Max A. Schneider, Buffalo, N. Y., Dr. Vincent DeLuca, Jr., Derby, Conn., and Dr. Seymour J. Gray, Boston, Mass., working at the Peter Bent Brigham Hospital, of the Harvard University Medical School in Boston, reported the results of tests on 50 ulcer patients.

"One of the problems of diet therapy in peptic ulcer disease", the doctors explained, "is the impalatability of the diet, with resultant lack of patient cooperation". They noted that "physicians have warned patients to avoid 'spices and highly seasoned foods' without objective evidence to support the effect of spices on the gastric

(Continued on page 94)

the changing market for spices in the South

By HOWARD A. GILLS, Assistant General Sales Manager
The C. F. Sauer Co.
Richmond, Va.

Southern U. S. marketing patterns have changed with startling rapidity during the past 15 years, and these changes have affected virtually every phase of selling and distribution in the spice industry. Increased aggressiveness and more astute planning are noted in promotional endeavors, advertising, point-of-sale activities and packaging.

A number of major shifts in marketing practices have been dictated by the growing preference of grocery shoppers for supermarkets. Authoritative surveys, coupled with our own observations and experiences, indicate that in 1939 supermarkets with \$375,000 or more annual sales in the South accounted for a scant 4% of the total grocery volume. Today, they account for over 58% of Southern grocery sales. Add to this the 27% of total volume controlled by superettes (\$75,000 to \$375,000 annually) and one reaches this rather awesome conclusion: *Approximately 85% of the grocery business in the South is controlled by only 30% of the total number of stores.* Needless to say, these facts are major considerations in the marketing plans of the entire food industry.

Prior to the ascendancy of the supermarket, it was possible for a personable salesman to persuade a grocer to suggest and push his particular brand and thereby increase his sales. Today's self-service stores preclude this now antiquated sales approach. This supermarket operator's average yearly income is in excess of \$20,000, and he is an intelligent, well-versed businessman.

Well-informed salesmen's tactics with 1957's supermarket operators include requesting additional shelf space, permission to build extra displays, proper use of in-store advertising materials furnished by their companies, and persuading supermarket and superette advertising managers to run and promote their brands in store newspaper advertisements.

It should be noted that with such a large percentage of total grocery business being handled by relatively few stores, buyers for these outlets are besieged by approximately 35 salesmen per day. Busy Southern merchants have little time or interest in long-winded general conversations.

Buyers are primarily interested in sound merchandising proposals, advertising programs and any new ideas that will increase their sales volume. The practice of pre-selling

products through various advertising media increases daily, and enlarged advertising budgets are the order of the day for Southern spice manufacturers. A non-advertised, unknown brand stands little chance on the grocery shelf in today's competitive market place, and grocery buyers are well aware of this.

It has become more important than ever for manufacturers to select their representatives with care. Many Southern firms are using aptitude and intelligence tests to determine the suitability of applicants for sales positions. The overall result of these examinations, given prior to employment, are that fewer costly personnel errors are made. Today's successful sales representative must be intelligent, friendly, a diligent worker and must thoroughly understand his customer's needs and problems. Above all, he has to have the ability to carefully plan his sales presentations and the use of his time to the best possible advantage.

Another important development in Southern spice marketing is based on the consumer's willingness to experiment with and accept new products. New blends, such as barbecue spice, all-purpose seasoning salt, and herb seasoning have been well received, and made the addition of new spice blends an important factor in maintaining brand position in the market. There is every indication that Mrs. Housewife's desire to add to her culinary skills, along with her increasing awareness of the value of spices in adding variety and flavor to her menus, will bring forth more new blends.

To encourage additional consumption, there is a definite trend toward more use of spice packages for the listing of recipes. Since consumer education concerning the uses of various spices is one of the major problems confronting the industry, it is safe to state that this sensible packaging trend will continue.

Because of consumer enlightenment, new items have been added to Southern spice best seller lists. Examples are garlic powder, garlic salt, paprika, chili powder, and onion flakes. Sales of whole black pepper (peppercorns) have jumped sharply in recent years, primarily due to the small pepper mills that are now available for dining table use. Those who prefer to "grind their own" maintain that pepper dispensed in this manner has a much improved flavor. New popularity for old standbys and the addition of new blends promise to be continuing sales factors in the spice business.

Attractive point-of-purchase displays are quite important in the overall merchandising effort. Members of The C. F. Sauer Co.'s field sales force have become very ingenious in the creation of unusual, sales producing, point-of-sale dis-

(Continued on page 94)



spice expansion in the Midwest

By W. BOSLEY BOND, Wixon Spice Co.
Chicago

The other day I was being a dutiful father and attending a PTA meeting. Of course, I looked in on my fourth grader's cute teacher and was shown some of the projects of these children. They were studying the world and its products. In a class of 28, there were no less than five spice exhibits, and I am sure that I am the only "Daddy" of that class in the spice business. This, I believe, is a graphic example of spice trends in the Midwest.

These children are still greatly influenced by the thinking in their homes, and more thought is being given there to the use of spices in the kitchen. The ladies are becoming more adventurous in trying some new flavors in their hors d'oeuvres, and there is an increasing preference for European-style dishes, the most prominent, of course, being pizza.

There has also been a tendency lately to combine some of the well-liked flavors with some of the "tried and true" products for a "different" hors d'oeuvre. For instance, some of the breakfast food manufacturers are suggesting that instead of using milk and sugar, you try their products as an hors d'oeuvre, flavored with various spices, such as celery salt, Garlic salt, onion salt, chili powder, etc., to suit your own taste.

With warm weather again imminent, the Man of the Great Outdoors, will again be blowing on those briquettes and coming up with his specialty, which has lately become long on good flavor, due to the proper application of spices.

Many advertising dollars are being used to push various types of barbecuing equipment, and with this equipment you can find barbecue cookbooks with many recipes, nearly all of which call for spices.

This type of cooking calls for sauces and marinades in which spices are of the utmost importance. The barbecue-idea is also getting into restaurants. Here in Chicago "rib-joints" are abundant, and you certainly couldn't make good barbecue spareribs without a little hot cayenne and some nice red paprika.

Checking with our spice brokers here in the Midwest, I find that of the general spice line, herbs show the greatest increase in usage. This is a result of the European influence that continues to invade our thoughts about cooking. I even overheard a discussion the other evening between two homemakers as to the proper pronunciation of "oregano."



Let's consider oregano for a minute. Here is a spice that was unheard of in 99 out of 100 households just a few years ago. At that time, one of the Chicago spice grinders made a survey of the spices stocked by the typical homemaker. They found pepper and cinnamon in nearly every home. Next in importance were nutmeg and paprika, and on very rare occasions, they found ginger, red pepper, cloves, chili powder and mustard. Spice herbs and spice seeds were just ignored by Mrs. America.

Take a look at the spices for sale now in your neighborhood grocery. They wouldn't be there if they weren't selling, and one of the best sellers of all is oregano.

Where you find effect, you usually find cause. The American Spice Trade Association has worked long and diligently through its very capable Publicity Committee to bring about this trend. Most of the recipes calling for the use of spices that you see in magazines, newspapers, and even cookbooks, have been submitted or suggested by this committee.

The Publicity Committee also works very closely with our Research Committee, and whenever the latter discovers another fact pertaining to the beneficial qualities of spices—and this has happened frequently of late—the Publicity Committee makes it well-known generally.

There is one idea that seems to be prevalent in all channels of spice outlets, and that is, quality. Of course, there are still some who ask for "Sage—how much is it?" But there are ever-increasing numbers who ask for the best, Dalmation sage.

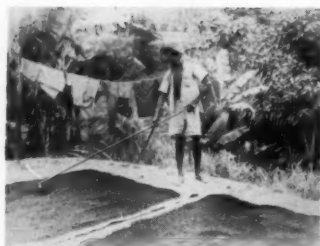
The food processor is becoming well aware of the fact that the consumer thinks well of his stomach and treats it with deference, if not always, with restraint. The restaurant supply man finds that he can keep his customers happier longer if he sells them first on the best.

In line with this "quality-thinking," we Midwest grinders find ourselves called upon to do more and more specialty grinding. When you read about the increase in sales of manufacturing machinery, you may be sure that the spice grinder is buying his share. Our customers know just what they want and why they want it. We must fill the orders.

Our company delivers, on order, 12 different grinds of black pepper. There aren't as many different grinds needed on any of the other spices, but we do fill grinding orders for nutmeg, caraway seed, fennel seed, cinnamon and cloves, to name a few, and I am sure all our fellow-grinders are asked to do the same.

So we, of the Midwest, feel that the spice trend will benefit everybody by making all our cooking experiences much more enjoyable—enjoyable in the preparation, which gives pride of achievement, as well as in the eating, which makes those digestive juices flow more freely than ever.

SPICES



Spreading pepper to dry
Sarawak



Bundling cinnamon bark (sticks)
Indonesia



Separating mace from nutmegs
Br. W. Indies (Granada)

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...and wherever you find spices, you'll find Irving Trust Company has the particular market experience so vital in a business as specialized as spices.

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Cultivating ginger
India



Harvesting mustard seeds
Denmark



Spices arriving in U.S.
New York

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Capital Funds over \$125,000,000

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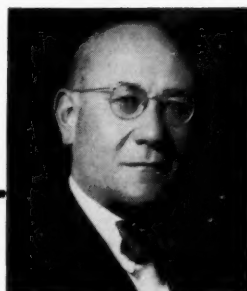
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oregano's



rise to fame

By JOHN MAX WEYER, President
Van Loan & Company, Inc.
New York City

Few products in the history of the spice trade can claim as great a rise in popularity in so short a space of time as oregano.

Virtually unknown to the average consumer prior to World War II, this amazing herb today almost unbelievably ranks No. 9 on the grocery sales list of at least one of the largest spice grinders distributing nationally. In the course of this comet-like climb, we have heard reports of sales increasing 5,200% in eight years and 1,900% in seven years—again from some of the largest firms in our industry.

Oregano is mainly a post World War II phenomenon, this we know. Unfortunately, we do not have clear-cut import statistics that will show the exact difference between the volume of oregano we are bringing into the country now and what was imported in the 1930's. Up to 1940, its poundage was so small that it was not given a separate import classification in the Department of Commerce reports. Instead, it was grouped with cardamom seed, curry and curry powder products, laurel leaves, marjoram, saffron, thyme and mixed, or non-specified items, in a listing called "other spices." In the 1930's, the average yearly imports for this entire group totalled just slightly over 900,000 pounds. How much of this was oregano, we don't know. But we can get a fair idea of oregano's import gain when we look at the figures for this herb in the years since it has been listed separately. By the period 1945-49, oregano imports alone amounted to about 750,000 lbs. a year. Between 1950 and 1954, the oregano average climbed to 1,199,000 lbs. In 1956, we imported a record 1,763,000 lbs. of this pungent herb.

In other words, oregano today accounts for nearly twice as much volume as that whole group of "other spices" in which it was just one member during the 1930's!

What happened to bring oregano out of nowhere into the popularity spotlight so quickly? The answer, as it seems to me, is found in several factors. The role this herb plays in Italian cooking is one extremely important point. There is no doubt that foreign cookery has gained new interest in this country in the past few years. It started with "Uncle Sam's tourists," the G. I.'s, who visited Europe during the war. When they came back they were filled with praise for the many new dishes they had tasted, and often they would tell their mothers or wives about the herbs—such as oregano—that European cooks like to put in their food. Since the war, our civilian travel to Europe has reached new records, and Americans are still bringing back recipes from the Old World.

One Italian dish in particular—the pizza—has done a tremendous job in bringing attention to oregano. No self-respecting pizza pie can be made without oregano, and there is no doubt that pizza has taken America by storm. Pizza parlors (pizzerias) have sprung up on every highway and byway across the country, and far from being just another short-lived fad, the pizza has apparently gained a firm place in the eating habits of the nation.

A restaurant consultant firm recently made a survey of eating preferences on the West Coast, for example. Checking hundreds of restaurants, hotels and feeding operations of all types, it found that pizza today ranks 12th among all entree dishes served, and it is gaining steadily. In 1952, it was 26th on the list. The researchers found pizza accounts for 3.21% of all food sales in western eating places and that, amazingly enough, it is more popular than baked ham, chicken a la king, leg of lamb, veal cutlets and pork chops, to mention a few. Pizza is right behind spaghetti on the preference list, and only a few notches below prime ribs of beef!

Naturally, the pizzas served in restaurants led to much pizza making at home. And when homemakers tried to produce really authentic pizza pies, they invariably ran into oregano. Capitalizing on the Italian craze, many food manufacturers came out with frozen pizzas and pizza mixes, and all these have also added volume to oregano.

Meantime, the American Spice Trade Association's promotional forces swung into action. While we cannot say that ASTA publicity has been the only force behind oregano, there is no doubt that it has played a vital role. We didn't invent pizza, but not many Americans would have realized the importance of oregano in pizza if it hadn't been for the energetic efforts of our Publicity Committee and its public relations counsel.

As people began hearing more and more about pizza, food editors in Oshkosh, Pittsburgh, Kansas and Tupelo started telling their readers, "You know, the real secret to Italian cookery is the herb, oregano. It's the flavor that makes those pizza pies so good and it'll do the same for spaghetti and other Italian dishes you make." At the same time, important editors and test kitchen people around the country began receiving little jars of oregano for sampling, sent by the American Spice Trade Association. "Try some," they were told, "we think you'll be surprised at what this herb will do." Home economics teachers were urged to do demonstrations on oregano. Millions of people found

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paprika reaches new peaks in U. S.

By FRANCISCO GUILLAMON, Brilliant Spanish Paprika, Inc.
New York City

At the beginning of the century, paprika was a commodity almost unknown in the United States market. Today it is one of the four top favorite spices and has become indispensable to American cuisine, and more important, to the food industries.

Although the common characteristics of this spice varies according to the land in which it is grown, the better known and accepted paprika mainly used in the United States is the Spanish paprika, represented by a sweet mild flavor and a deep, bright red color. Paprika grown in other countries, such as Yugoslavia, Chile, Hungary, Rumania, and the domestic grown in California, have different characteristics. Respectively, these paprika types have a strong, hot and bitter flavor, and the colors vary from reddish-brown to light red; but they all lack the deep brightness of the Spanish paprika.

The Spanish paprika imported into the United States is grown only in the fertile rich garden land of Murcia, Spain, which, irrigated by the waters of the Segura River and coupled with its mild and sunny climate, produces the delicious fruits and vegetables that are exported all over the world.

The fruit of the Spanish sweet pepper, (*capsicum annum*) is an irregularly formed sphere, a little over an inch in diameter. When ripe, the pepper is a vivid red with an orange cast. The processing originated in Espinardo around 1800, and begins with the drying of the capsicum, which in most cases is done by the growers themselves.

The typical Murcian method of drying is to open up the fruit, remove the stem, and expose the shell to the sun on treated terraces. Sun drying assures retention of the vitamin qualities of the fruit. After the dry pepper pods are carefully selected, the grinding operation begins. The portion of the fruit to be ground enters into a hopper and discharges on moving wings, which reduces the pepper into small pieces from which the remaining seed may be separated through sifting, for purposes of establishing the different paprika grades. During the crushing, a suction pump removes dust and impurities adhering to the shell.

Grinding is done by passing the crushed material between cylindrical emery stones placed one on top of the

other. The upper stone revolves over the lower stone, which is stationary. The crushed capsicum, which enters through a central hole, comes out ground over the outside edges. The paprika is then put into a metallic tilting sieve of variable sizes and is sifted until it arrives at the proper degree of fineness.

On different occasions, it has been demonstrated that besides the importance of the type of seed used, other equally important considerations for the production of the paprika are the properties of the soil and the prevailing climate during the ripening and drying period. In this respect, Murcia has been gifted by Mother Nature with the best combination of soil and climate. Experimental seeding of the same variety used in Murcia have been made in other Spanish provinces, as well as in Chile, Morocco, Argentina and California. The results were negative, since the fruit obtained from these experimental plantings was not totally sweet and lacked the deep, bright red color of the original produced in Murcia.

United States consumption of paprika has been increasing steadily in the last few years. From 6,685,000 lbs. imported in 1949, the figures rose to 9,289,000 lbs. in 1955, an increase of almost 40%. Of the total amount imported in 1955, 8,250,000 lbs. were imported from Spain.

The food industries are mainly responsible for the heavy increase in the consumption of paprika, due to the fact that canned foods, pre-cooked and prepared frozen meals have become very popular. Paprika plays an important part in the preparation of the most of these foods, because it improves the flavor and maintains a standard, all-year-round color in their production.

In the manufacturing of salad dressings and cheeses, paprika is also of prime importance, either in its original form as paprika powder, or in an extract (*oleoresin*) form. Tomato products in general use paprika extensively, as color is of major importance in this field.

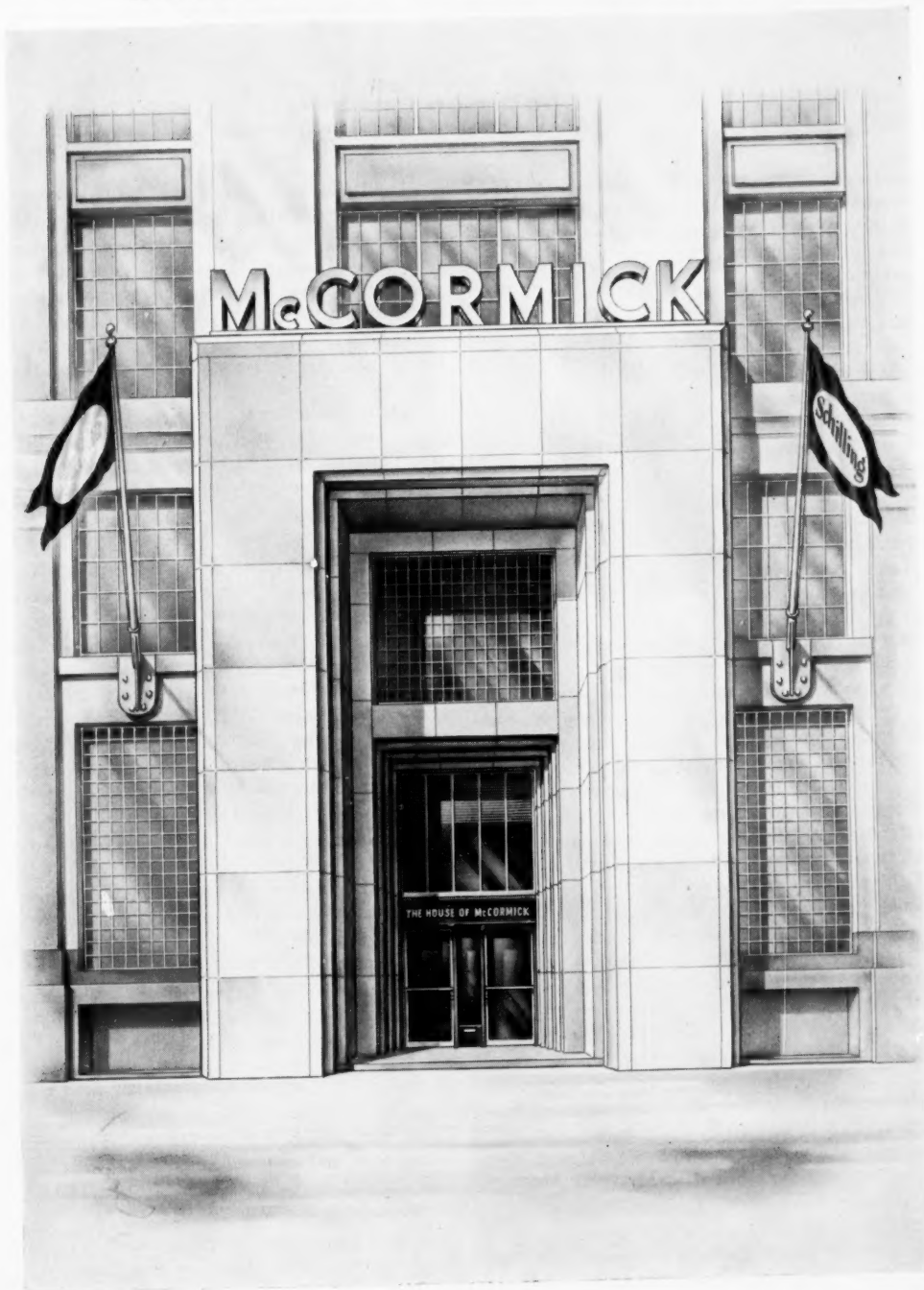
For many years, meat packers have been enthusiastic users of paprika, since this spice, in addition to its color and flavor qualities, has curing properties when blended into various meats, pork in particular.

There are probably many reasons for the steadily increasing demand for Spanish paprika, but without a doubt, the foremost reason is its mild, delicate, slightly fruity flavor, ideally suited to the American taste. Spanish paprika never offends with a strong harsh flavor, but complements other food flavors and lends a subtle zest that is a gourmet's delight.

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**From All The World –
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McCormick & Co., Inc. – Baltimore, Md.

American paprika

By DR. ARTHUR N. PRATER, President
Gentry
Los Angeles

The importance of American paprika to this country's food industry becomes increasingly apparent when, as at present, imports of this colorful spice are curtailed because of drought, frost or other unfavorable growing conditions in Spain and other countries.

Interest in American paprika received its first impetus during the Spanish Civil War, when shipments from Spain were greatly reduced. Shortages during World War II gave additional impetus to the production in America of high quality paprika. The past 15 years have seen California suppliers bring to bear the full force of modern American mass production techniques to the growing and processing paprika, which has resulted in the consistent up-grading of domestic paprika every crop year.

Today the nationwide interest in American paprika represents one of the significant developments in the spice industry. Whereas 15 years ago only comparatively small quantities of paprika were produced in the United States, production has increased every year at an accelerating rate, so that more and more food processors now look to California for a consistently dependable source of supply.

There are several reasons for this. The coastal region of Southern California has essentially the same horticultural advantages of soil and climate as are found in the paprika producing regions of southern Europe and South America.

Quite aside from geographical considerations, however, American paprika offers a good example of American food technology in action, for except for harvesting the crop, very little hand labor is employed from the time the seeds are selected to the time the paprika is ground and shipped to all parts of the United States. Instead of being dried in the sun according to methods that were employed hundreds of years ago and which are still used in most areas abroad, American paprika is dehydrated under modern sanitary conditions with constant quality and process control.

Modern methods of machine farming, scientific cultivation, proper irrigation, and technologically advanced production facilities—all play a major part in consistently uniform quality, grade for grade, year after year.

While it is true that neither paprika nor any other food product may be imported into this country without meeting the requirements of the United States Food and Drug Administration, it should be noted that Food and Drug require-

ments are concerned primarily with minimum standards. In effect, they represent a floor, rather than a ceiling.

Therefore, the fact that any product of foreign origin may have passed Food and Drug requirements at the port of entry is not in itself any warranty that the product meets other requirements as to quality. The quality of American paprika is not limited to satisfying the *minimum* requirements of the Food and Drug Administration. Each California processor of paprika imposes on himself certain standards geared to the requirements of his trade, and as most of these California firms offer other products to exactly the same trade which buys their paprika, and also as most of these American paprika processors have been in business for many years, they can generally be depended upon as a continuing source of supply, at relatively stable prices, from year to year.

The characteristics which most buyers look for in paprika are surface color, extractable color, sweetness or pungency, and texture or granulation.

Although surface color is the first thing buyers generally observe when they consider paprika, there is another and more important index to the color value of paprika, and that is its extractable color. This factor determines the degree to which any given grade of paprika will impart color to the food product in which it is used. In this area of interest, Gentry has pioneered.

The method commonly used in the food industry to evaluate extractable color is the Lovibond method, whereby extracted color samples are compared visually to Lovibond color units. However, because human vision is not infallible, and because varying responses may occur from day to day in the same observer, the Lovibond method of measuring capsicum color contains some margin for error.

A new method of determining color extraction value was developed by Gentry several years ago and is available to the entire food industry. It is based on measuring extractable color with exact precision, through the use of a spectrophotometer. The first paper concerning this new method, *Color of Capsicum Spices, I, Measurement of Extractable Color*, was published in the December, 1952, issue of *Food Technology*, and a second article, *Color of Capsicum Spices, II, Extraction of Color*, appeared in the March, 1957, issue of the same publication.

A third characteristic of paprika quality is the flavor, taste or pungency. Some paprikas are characteristically mild, whereas others have a certain amount of heat, or "bite." These characteristics vary in importance, depending upon the requirements of the food processor. Hungarian paprika is generally hotter or more pungent than paprika produced

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trends in domestic red peppers

By R. C. BRUNSON, President
Carolina Pepper Association
Florence, South Carolina

The first Carolina long red peppers were planted in 1904. Those peppers were pooled by the different growers for marketing. Realizing that no one farmer could produce enough pepper to handle his own sales, an association was formed to handle the marketing of all the production. That original group developed into today's Carolina Pepper Association, which ships the major part of all red peppers produced in Carolina. This pooling arrangement for marketing affords the greatest efficiency of operation and allows the lowest possible selling price to the trade at a fair return to the grower.

The domestic red pepper market has been stabilized since 1951. The Carolina producers recognize that it is very important to keep it stable for the benefit of both the trade and the grower. This is accomplished by careful planning and strict controls. Each year the market is thoroughly analyzed and the best estimate possible is arrived at as to the needs of the trade for domestic red peppers. The size of the Carolina crop is then planned and planted accordingly. There is, of course, one factor that cannot be controlled, and that is the weather. Very extreme weather conditions can make some alterations in the most carefully laid plans of crop production. During the last few years we have had some very extreme weather, but even this has not kept us from maintaining a very stabilized market on domestic red peppers.

Since the beginning of World War II, the trend has been towards the use of more domestic red peppers in the American market. With the achievement of a stabilizer market, as well as a superior product, domestic producers hope that this trend continues to a point where virtually all hot red peppers used in the American market will be supplied by domestic producers.

To merit more use of their product, Carolina growers for a number of years have been working on improving it. Considerable time, money and effort have been spent. Through seed breeding and plant selection, some splendid results have been accomplished. These efforts have been aimed at a better all-around product, and in particular at more pungency, more uniformity of red color, longer retention of red color, less wood fiber, less percentage of seed, and many other minor improvements.

The culmination of these efforts so far has been a new strain of red peppers which has been named "Carolina Hot" and which embodies these improved features to a greater degree than any other hot red pepper yet developed. This program is being continued, and it is expected that further improvements will be made.

For a bright red color, the method used in drying red peppers is an all-important factor. The method used in Carolina is a low-heat process in which the temperature does not go higher than 150 to 160° Fahrenheit, which does not darken the pods. This process takes several days, but results in the brightest red color.

Since labor is a cost factor in the production of red pepper, the outlook is for slowly increasing but competitive prices for domestic red peppers. Producers of domestic red peppers are coping now with much higher labor costs than foreign producers, yet compete favorably. The long range outlook favors American producers because labor in the rest of the world has much further to go to catch up as standards of living increase around the world. As the gap is narrowed between foreign and American farm labor, so will the advantage of domestic red peppers increase.

The Carolina growers have produced red pepper for a long time, and they like it. They hope and expect future trends will be toward more usage of the domestic red peppers, with qualities of heat, color and stability all in one "package."



At the joint meeting in Los Angeles of ASTA's Northern and Southern California groups. From left: Clark Woodcock, Durkee Division, Glidden Co.; Harold Gavigan, B. C. Ireland Co.; Paul Bidstrup, A. Schilling Division, McCormick & Co., Inc.; Fred Caliguiri, Spice Islands; Walter Blair, Cal-Compac Foods, Inc. Bernard L. Lewis was key speaker.



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dehydrated onion and garlic products have bright future

By ALBERT E. KEOGLER, Sales Manager
Albert Ehlers, Inc.

In the never-ending quest for greater profits, it is natural for an industry to strive for increased sales—to widen the markets for its traditional products and to develop and market new products.

Because of a united effort on the part of the members of the American Spice Trade Association, we can point to the progress made in promoting the traditional products of our industry—the spices, herbs and seeds. Through research, we are now able to supply the consuming public with higher quality merchandise which, thanks substantially to a strong publicity program, is in ever-increasing demand.



In recent years, our industry has also developed many new products. Spices, seeds and herbs are no longer the only item Mrs. Consumer views at the spice counter of her local supermarket. She may intend to purchase only a package of pepper; but frequently she is confronted by as many as 70 different seasonings. Each has a definite appeal to her impulse buying instinct. Each of the new products represents another opportunity for profit in the spice industry and another chance to generate interest in the whole subject of seasoning.

Leaders among the newer items in our industry today are the dehydrated garlic and onion products and other dehydrated vegetables. These offer broad vistas of exploration to the volume and profit-conscious grinder.

Both onion and garlic are members of the lily family and have been in use for over 5,000 years. Today these vegetables are used mainly for cooking and seasoning purposes although throughout history, they have been used for a variety of religious and medicinal purposes as well.

Consumption of onions in the United States today is second only to that of potatoes. Certainly, not much needs to be added to the knowledge of their use—nor to the recognition of the unduplicated flavor onions impart to the thousand and one dishes in which they are used.

Garlic, on the other hand, throughout written history is more regional and racial in use, due to the fact that it thrives in warm countries. In this country, the popularity of garlic varies from region to region. Heavy concentrations of garlic lovers are found in areas where there are large settlements of nationalities which use the seasoning as part of their

traditional cooking habits. These areas include the Gulf States, the Southwest, and the Far West, and all the large cities in the nation. New York, which has more citizens of foreign extraction than any other city in the world, is reputedly the Garlic Capital of the country.

Although tremendous quantities of garlic and onion are consumed annually in this country, only a small quantity is used in other than the raw form. There is, however, a constantly increasing acceptance for dehydrated onion and garlic products. This is the result of a considerable amount of research.

While dehydrated onion and garlic have been available in various forms for over 20 years, only in the past five years, has a satisfactory product been developed. As late as May, 1953, Lloyd C. Bellissime, in an article for COFFEE & TEA INDUSTRIES, prefaced his remarks with the following: "One of the chief restrictive factors in the merchandising of hygroscopic seasonings to the consumer trade has long been the problem of caking."

Once this problem was overcome by dehydrators, it was possible for processors to begin exploiting to the fullest extent the potential market for these items.

It is understandable why such emphasis has been given to promoting items such as onion and garlic salt. Salt itself yields manufacturer and retailer a relatively small profit. But combined with a comparatively small amount of dehydrated onion or garlic, it has new sales appeal and yields a far greater profit. Pure onion and pure garlic powder (instant if you prefer) alone have also proven to be profitable items on the spice rack. Sales of dehydrated garlic powder in many areas are exceeded only by the sales of black pepper.

We are living and selling during an era dominated by a constantly expanding population and economy. The mass exodus to the suburbs means more outdoor cooking as does the increased leisure time resulting from shorter work weeks, more holidays and longer vacations. Onion, garlic and spices are synonymous with outdoor cooking.

Increased income affords the housewife the luxury of purchasing foodstuffs other than the staples. More gadgets and appliances give her more leisure time in which to experiment with new and different foods prepared in new and exciting ways. This, plus an increasing interest in foreign cookery, can only result in increased consumption of onion and garlic as well as all other spices.

This is also the beginning of the age of "Convenience Foods." In a period of ten years, the coffee industry has

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A pepper plantation in South Sumatra

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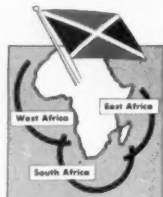
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postwar trends in spices

(Continued from page 73)

House, in New York City, stated in a recent article: "In my opinion, there are three particular secrets behind every good French chef. They are butter, shallots and the pepper mill. In other words, skillful seasoning."

He went on to point out that the spices and herbs which played so great a part in world history in past centuries can play an equally important role in food preparation today.

"Today," he explained, "spices and herbs offer the chef his best means to create distinctive cuisine—the kind of cuisine which will make his dining room famous."

In another article, Chef Alfred Goldsmid, a college instructor in food preparation, said: "Spices are among the most important tools in the hands of the chef. His knowledge and experience in the proper use of spices can mean the difference between an excellent and a mediocre menu."

Like taste in clothes and interior decorating, our taste in food changes, and it often goes in cycles. Much emphasis was placed on proper seasoning of food in the 18th Century. It is also noted that less attention was paid to seasoning in mid-19th Century cookbooks. Again, in the Gay Nineties era, the trend swung back, only to be reversed again in the decade from the mid-20's to the mid-30's.

For example, the 1908 edition of the Boston Cooking School Book (Fannie Farmer Cookbook) listed spices in 50% of its recipes for baked desserts, such as pies, cakes, puddings and cookies. The 1930 edition of the same cookbook devoted entirely to dessert items, listed spices in less than 5% of its recipes. This book, one of the most widely used cookbooks in the country in its day, was an excellent gauge of American cooking habits.

Since the mid-1930's, there has been a constant increase in the use of spices and a return to seasoned foods. Today we are using approximately 157,000,000 lbs. of spices as against 100,000,000 lbs. in the early 30's and 118,000,000 lbs. in 1947. It is estimated that per capita consumption of all spices, seeds and herbs in 1956 amounted to approximately .94 lbs.—an increase since 1947 of .14 lbs. per person. This is better than a 15% increase since the close of the war.

Not included in these statistics is the dramatic gain in the use of seasoning salts, garlic and onion powder, minced onion, etc., which has been widely promoted by the association's public relations program. The increase in demand for these items has exceeded the most optimistic expectations, and is still another indication of the interest in food preparation in this country today.

That homemakers are becoming more serious about their cooking, and as a result better customers for these seasonings, is shown by the fact that the per capita consumption today is approximately 12.5% ahead of pre-World War II averages.

The modern homemaker's new interest in the spice shelf is one of the healthiest developments in the food field today. It is a sign of several trends that are good for the food retailer. Most important, it is a good indication that she is taking more pride and interest in her cooking. The skilled use of seasonings has always been a sign of the best cooks. The French built their reputation as masters of the

(Continued on page 93)



Partial view of the Tome-Acu Plantation with new plants



Some Black Pepper Plants at the Tome-Acu Plantation

NOW!



Left: Black Pepper Bags being loaded on a truck at the Tome-Acu Plantation

PEPPER FROM BRAZIL

The first shipments of Pepper from the Amazon Valley have arrived in the United States.

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the Amazon Valley, this year's crop of Black and White Pepper was approximately 1,600 tons.

At present, there are 700,000 Pepper plants, occupying about 700 hectares, under cultivation by the Cooperativa Agricola Mista de Tome-Acu.

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spices for restaurants sparked

(Continued from page 75)

who will be an attractive ambassador, with a good knowledge of spices to boot.

What we call the consumer phase of our publicity program also set records this past year. A total of 88 syndicated food columns and news service stories were written on spices—more than ever before in the 19-year history of the program. Each of these naturally appeared in hundreds of daily newspapers and reached millions of consumers. The year was notable also for many exceptionally large newspaper spreads on our "Spice-for-Flavor" materials. These included hundreds of half page and even many full page layouts, again attesting to the quality of our photos, recipes and copy. In the magazine realm, we can look back on an excellent feature article on pepper in *Coronet*, as well as eight other national breaks. Radio and television stations not only used our "Spice-for-Flavor" scripts regularly, but many of them set up special, half-hour long programs on spices. Included were several shows in which one of ASTA's home economists appeared as a guest and demonstrated spice cookery. On four different dates, the famous "Home" show, which is seen over more than 100 stations across the states, devoted its food section to spices.

Unbelievable as it seems, stories are still appearing on our 1956 version of the annual spice trade dinner for food writers. The Old New England dinner was actually the most successful affair the industry has given, both in terms of attendance and results. The Lewis agency has accumulated clippings and magazine articles with a circulation well above 100,000,000.

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Other important developments in ASTA's publicity year have included the publication of a new edition of "Spices, What They are and Where They Come From." Revised so that its information is as current as we can make it, the new booklet is already being quoted widely in newspapers and magazines around the country.

In the realm of publications, work has also been started on a new version of our popular cookbook, "A-B-C of Spice Cookery," which has had a distribution of some 600,000 copies. This will be a completely new cookbook. Called "How To Use Spices," it will approach the art of seasoning from many unique angles and will have an entirely new complement of recipes. It will be six months in the writing before it is turned over to the printer. During the past year, the Publicity Committee spent long hours of discussion on the contents, and considered almost two dozen different cover suggestions before making its final decision. It is expected that the publication date will be sometime in the early fall.

Up to this point, the Publicity Committee has limited its reports basically to annual sessions at the ASTA convention. This, however, is going to be augmented in the months ahead by more frequent mailings to the members. We are planning, if possible, to send out one example of publicity results with each edition of the Spice Letter. Naturally, it is understood that some weeks we score with exceptionally heavy results, whereas other weeks are comparatively light, but in the main, we are going to keep the results as current as possible. Some will be reprints of trade articles, as in the past, but others will illustrate the work being done in newspapers, magazines, cookbooks and on radio and TV shows. Brief interim statistics on publicity will also be carried in the Spice Letter.


Significant in our plans for the coming year is the work scheduled to publicize the recently announced report on research in ulcer diets. As the membership has just learned, several important spices—cinnamon, allspice, mace, thyme, sage, paprika and caraway seed—have been declared safe for ulcer diets—a discovery which goes completely counter to former medical thinking. The research has been done with extreme care and is fully authoritative, and now it is our job to see that the world finds out about it.

To this end, we have just mailed nearly 15,000 reprints of the ulcer report, which had been published in the *American Journal of Gastroenterology*, to doctors throughout the country. These included both specialists in gastroenterology

THE WORLD'S BEST

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and general practioners of internal medicine. Within days after the doctors received their reports, ASTA news releases were in the mails to the news services, health and science columnists, food editors and food trade magazines.

This was our opening gun in announcing this important research. During the coming year, we shall be sending out more releases on it, placing special stories and cooperating as we can with groups who will give it even more attention. Just as was done so successfully with the low sodium research that was announced a few years ago, we shall attempt in hundreds of ways to make the public, and especially the medical world, aware that diets, otherwise dull, can be made more palatable by the use of selected spices.

The next 12 months shape up as active ones for the spice trade publicity program. Aside from the projects just mentioned, we are considering some of the most exciting ideas that have come along in many years. One of them alone is considered by several members on the committee to be potentially one of the most profitable plans yet presented to the trade. None of these is yet at the point where we can make any announcement. Much work in refining must come first, but the fact that such stimulating ideas are on our horizon is, to me, a very satisfying note in our publicity program today.

postwar trends in spices

(Continued from page 90)

culinary arts on the basis of their knowing way with herbs and spices. Naturally, this greater interest in home cooking leads to more opportunities for sales of other foods in the store. Frequently, spice experts have found that a woman will begin experimenting with spices and because of their variety gets so involved in the art of seasoning that she ends up an amateur gourmet serving more and more elaborate meals, which in turn means more purchases in her market.

The U. S. population has increased from approximately 145,000,000 in 1945 to 170,000,000 in 1956. It has been estimated that the population will reach 221,000,000 by 1957. While population increases do not necessarily portend trends, nevertheless a trend to the use of more spices at the time of a marked increase in population can have a snowballing effect and the consumption of spices and seasonings by 1957 may very likely be double that of the 1945-49 average.

The necessity of continuing to secure a fair share of the consumers' food dollar is of prime importance when it is realized that food sales have advanced from \$54 billion in 1939 to \$70 billion in 1956, and all indications point to a continued advance in food sales.

These statistics, along with the knowledge that employment is at an all-time high with a greater national income than ever before, denote an ever-growing demand for spices in the food basket of the nation.

Current Bugisu crop at 5,000 tons

Trade sources in the Bugisu area of Uganda are of the opinion that the 1956/57 Arabica coffee crop will be "well over 5,000 tons," it has been reported.

Last year the crop amounted to 4,100 tons, compared with a record crop of 6,170 tons in the previous season.

MAY, 1957

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progress in research on spices

(Continued from page 77)

mucosa and the healing time of the peptic ulcer." Because of the new research, it is now hoped that the use of prescribed spices in diets for ulcer patients will speed recovery of the patients by overcoming the reluctance, and in some cases refusal, of patients to adhere to the usual bland ulcer diet.

The Boston tests consisted of feeding .05 to .9 grams of spices in capsules three times a day over periods of two weeks to five months. The average testing period was 40 days. The amount of spice used in each case was determined by the requirements of spiced recipes from the American Spice Trade Association's cookbook, "The A-B-C of Spice Cookery". For example, four slices of cinnamon toast requires approximately .9 gram of cinnamon. The patients were thus given .9 gram of the spice three times daily.

As long as they were taken with food, the spices listed above caused no discomfort and did not alter the healing time of the ulcer craters, according to the researchers. However, as was expected, the seasonings tended to cause distress when the capsules were taken on an empty stomach between meals. During the tests the patients were maintained on the usual ulcer diet, interval feedings, antacids and antispasmodics.

In general, the doctors concluded, "From these studies it would appear that cinnamon, allspice, mace, thyme,

sage, paprika and caraway seed administered with food do not exert a harmful effect on the stomach, and may be considered innocuous in the amounts used, although the number of patients studied with each spice is limited." At no time did the patients know which spice or the quantity they were receiving.

The tests also included black pepper, mustard, chili pepper, cloves and nutmeg. In several instances these resulted in discomfort to the patient. Their use is not advocated in diet therapy in peptic ulcer diseases.

The research was supported by grants from the American Spice Trade Association.

the changing market for spices in the South

(Continued from page 78)

plays. That such initiative produces extra business is irrefutable. For example:

1. One successful display consisted of a small dogwood tree, budding with tins of Sauer's Black Pepper on the branches, and the trees was growing out of a mass jumble pepper display. This attractive point-of-sale piece sold 31 dozen tins of pepper in three and a half days.

2. Another unusual device consisted of a small row-boat filled with tins of black pepper and a sign on the boat reading, "NO MORE WAITING FOR YOUR BOAT TO COME IN. IT'S HERE!" This display sold 11 gross of

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Sauer's Pepper in a single retail market during a one week promotion.

3. A recent mass display of 234 dozen tins of Sauer's Ground Black Pepper in the four-ounce size was well patronized by Mrs. Housewife, and the store owner well pleased with the results.

4. Merchandising of salt and pepper together, at the point-of-sale, has proved attractive to consumers.

Shrinking profit margins in the retail grocery business have given new importance to the high-profit spice departments in modern grocery stores. Spices, where formerly sold from bottom shelves and dark corners, are now allotted ample space in top shelf, eye-level positions, and it is not unusual to see special spice displays on gondola ends or in other heavy traffic store areas. The relatively small space required for a complete and profitable merchandising job with spices has given added attention to this department in well-planned stores.

The growth of private label brands, particularly in major grocery chains, presents both an opportunity and a challenge to manufacturers engaged in the marketing of spices. From all appearances, the private label is here to stay and will, in all probability, develop further.

With continuing population increases and the astounding industrial development of the Southern United States, the spice manufacturer here faces the future with calm confidence, certain that each new challenge will be met, and that the spice industry will continue to grow.

oregano's rise to fame

(Continued from page 81)

out about the herb in our A-B-C of Spice Cookery. Bernard L. Lewis, our public relations counsel, recalls that in the beginning his staff always had to spell oregano out phonetically, "or-eg'-ano"—people were that unfamiliar with it.

All this got the bandwagon rolling, but that was just half the battle. I don't feel that oregano has climbed in to the top ten list strictly on the strength of pizza or the new interest in Italian cooking. This kind of achievement has taken steady promotion of oregano on the basis that it is a seasoning of many different uses. Here again, we can credit our own publicity program.

This little woman may have bought her first can or jar of oregano to make some pizza at home, but then she read in her paper or magazine, or heard on her radio, or saw on her television screen that oregano was an excellent flavoring for many other dishes: "Try it with roast lamb, add it to your next omelet. See what it will do for beef stew, soups and boiled eggs, and sprinkle a little over your tossed green salad."

It was this kind of publicity that began moving oregano off the shelf more frequently. Instead of saving it for the next pizza, the homemaker started using oregano when she broiled a steak or cooked a lamb chop. She even took it outside for the barbecue season. In this regard, of course, oregano sales have also been helped by the gain in chili powder usage.

Oregano's fame is the result of many things, but in the main it stands as a fine example of what properly channelled publicity and promotion can do for the consumption of spices. We are fortunate that Italian cookery has found such strong appeal in this country in recent years, but we are also just as fortunate that we had a publicity program that could take full advantage of it, turning this interest into sales for oregano and other spices.

MAY, 1957

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PRODUCT TO BE FLAVORED	unit Batch of Product	OUNCES (AVOIRDUPOIS) OF VANIPROX SUGGESTED PER UNIT BATCH					
		Pure Bourbon Extra "A" (1 Fold)	Pure Mexican Extra "A" (1 Fold)	Pure Bourbon #29 (3 Fold)	Pure Mexican #29 (3 Fold)	Pure Bourbon #9 (8 Fold)	Pure Mexican #9 (8 Fold)
Chocolate Coatings	100 lbs.	-	-	4½ - 6	4½ - 6	1½ - 2 See*	1½ - 2 See*
Cocoa	100 lbs.	7 - 9	7 - 9	2 - 3	2 - 3	¾ - 1	¾ - 1
Ice Cream	100 lbs. Mix	8 - 12	8 - 12	3 - 4	3 - 4	1 - 1½	1 - 1½
Ice Cream Powder (4 oz. = 1 pt.)	100 lbs.	-	-	-	-	4 - 6	4 - 6
Chocolate Syrup	10 gals.	7 - 9	7 - 9	2 - 3	2 - 3	¾ - 1	¾ - 1
Cream Centers Caramels	100 lbs.	4 - 6	4 - 6	1½ - 2	1½ - 2	½ - ¾	½ - ¾
Pudding Powder	100 lbs.	-	-	6 - 8	6 - 8	2 - 3	2 - 3
Baked Goods	100 lbs.	6 - 9	6 - 9	2 - 3	2 - 3	¾ - 1¼	¾ - 1¼
Whipping Cream	100 lbs.	2 - 4	2 - 4	¾ - 1½	¾ - 1½	¼ - ½	¼ - ½
Oil Icings	100 lbs.	4 - 8	4 - 8	1½ - 3	1½ - 3	½ - 1	½ - 1

* It is suggested that one pound of #9 be mixed with 2 pounds of sugar, bitter chocolate, or cocoa butter, and this paste added to the coating on a basis of 4½ to 6 oz. to 100 pounds just prior to completion of grinding of chocolate mass.

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FEMA convention to hear vanilla reports

FDA, additives, market trends, food colors to be reviewed

By ROBERT KRONE, Chairman
Convention Committee
Flavoring Extract Manufacturers Association

The Board of Governors of the Flavoring Extract Manufacturers Association has approved a business program which is one of the most impressive ever planned for an FEMA convention. It will be held May 19th—22nd at the Hotel Roosevelt, New York City.

Dr. Robert A. Osborn, Division of Food, Bureau of Biological and Physical Sciences, Food and Drug Administration, Washington, D. C., has prepared a talk of vital interest to FEMA members, "The Establishment of Standards of Identity for Foods under the Federal Food, Drug and Cosmetic Act." The Convention Committee is extremely gratified to have prevailed upon Dr. Osborn to attend and talk upon this occasion.



Ralph E. Burgess, chief economist of the American Cyanamid Co. and consultant to the Congressional Joint Economic Committee, who is also associated with the National Association of Manufacturers, will also be one of the featured speakers. He will review present and future business conditions and discuss some of the problems facing industry at the present time.

FEMA's vanilla research project, being conducted by the Boyce Thompson Institute, will be discussed by Dr. George McNew, followed by a report by Dr. H. P. Buchfield on the progress made to date, with emphasis on the infra-red spectroscopic characteristics of pure vanilla components and on the investigation of vanilla amino acids.

Another inspiring illustrated talk will be presented by Bernard L. Lewis, of Bernard L. Lewis, Inc., on the subject of vanilla publicity.

Dr. Bernard I. Oser, of Food Research Laboratories, an authority on the subject of food additives, has prepared a paper which should be heard by all, "The Role of Flavor Compositions in the Current Food Additive Situation."

Arthur T. Schramm, of the National Aniline Division of the Allied Chemical & Dye Corp., chairman of the committee representing color manufacturers in the endeavor to seek changes in laws to permit continued use

of certified colors on a more realistic basis, has prepared a timely talk for the association entitled, "Certified Colors—Facts Behind the Headlines."

Other talks important to extract manufacturers include "The Vanilla Bean Market," by Ray Schlotterer, executive secretary of the Vanilla Bean Association; the annual report of John Hall, FEMA executive secretary and general counsel; the report of the Scientific Research Committee, by Dr. A. S. Wendt, Fred Fear & Co.; a report on organic acids in vanilla by Ray Way, of the Crescent Manufacturing Co., and the report of the Food Additive Committee, by Harold Janovsky, of Fritzsche Brothers, Inc.

While many fine speakers have been emphasized, the splendid entertainment program should not be overlooked.

Starting Sunday afternoon, May 19th, this phase will get under way with the Suppliers' Hospitality Party. On Monday, following the business session, the annual golf tournament will take place at the Baltusrol Country Club, Springfield, N. J. A convention luncheon in New York City for non-golfers will be followed by an afternoon of interesting activity.

A delicious dinner and entertainment has been arranged for Monday evening at the famous Latin Quarter.

On Tuesday, the morning business session will be followed by a pleasant association luncheon, and the afternoon session by the president's reception and dinner-dance.

The Chemists' Breakfast will be the first order of business Wednesday morning. This will permit an informal discussion of various technical aspects of the extract business, with special emphasis on the FEMA research program. This will be followed by the closing business session of the association.

With all the current interest in standards, food additives and color investigations, not a single member of the association can afford to miss the well-rounded program which the committee has provided for this year's convention.

The Convention Committee includes: chairman, Robert Krone, Fritzsche Brothers, Inc.; program, Dr. Arthur S. Wendt, Fred Fear & Co.; golf, F. J. Lueders, George Lueders & Co.; entertainment, John B. Mulligan, Don Gussow Publications, Inc.; registration, William X. Clark, Sterwin Chemicals, Inc.

the outlook for flavor extracts

By DON C. JENKS, President
Flavoring Extract Manufacturers Association

To raw materials valued at \$227,000,000, flavor manufacturers throughout the United States annually add \$219,000,000 worth of processing and technical know-how. This adds up to \$446,000,000—the bill willingly paid by the American public for having its foods and beverages enhanced with tempting, delicious flavors. In its demand for that extra zest which fine flavor provides, there can be no doubt that U. S. standards are the highest in the world.

The market for quality flavoring ingredients has been constantly increasing. Along with the rapid growth in population, our American public has been more and more discriminating in its demand for both quality and variety of flavors.

To be sure, substandard products do exist today, and these will probably continue to come and go as long as there are shortsighted buyers who refuse to look beyond the price-tag. Low-priced products which come about as a result of economies in production and distribution are healthy signs of progress, but those that result from lowered standards of quality are doomed to ultimate extinction from the U. S. market. The success or failure of a product depends, in the final analysis, upon that one infallible judge—the fussy, discriminating, value conscious, consuming public.

It can be said with pride that the majority of flavor manufacturers have recognized the growing demand for more and finer flavorings, and greatly expanded laboratories have worked endlessly to keep abreast of the trend. Far-sighted management realizes that population growth, going hand-in-hand with greater demand by the individual, spells continued growth of the industry, both in retail and bulk channels.

In bulk channels particularly, there is evidence of the emphasis being placed on quality. This lies in the current trend towards the adoption of better methods of judging and selection of flavors by bulk buyers. Gradually disappearing from the scene are the archaic procedures of blindly using what has been used in the past, evaluating flavors by "sniffing the jugs", relying on one-man opinions, and even the reliance on employee-group tasting, where preference may be for the flavor to which these people are accustomed.

Buyers have made much progress in the area of flavor

selection, but much still remains to be done. Before a buyer makes a choice of that highly important ingredient which will have the power to make or break his product, he should be certain that he has taken full advantage of every modern method of evaluation. He should assure himself of identical conditions when comparing flavors and, in order to reduce guesswork and personal prejudice to a minimum, he should insist on blind triangular testing. Also, and of great importance, he should constantly bear in mind the infinitesimal cost of flavor per unit of finished product. In use, the very best flavor costs little, but its contribution to product appeal is tremendous.

Taste, aroma, mouth-feel, consistency and temperature all contribute to that sensation known to the consuming public as flavor. These factors add up to a powerful influence in the sale and resale of foods and beverages.

It is to the promotion of quality products and ethical business standards that the Flavoring Extract Manufacturers Association is dedicated. Since its organization in 1909, it has never once failed to recognize and protect the public interest. It has steadfastly refused to relegate public interests to a secondary role, and through the trust and respect thus created, this association has come to be recognized as the leading force of the steadily growing industry.

On May 19th, FEMA members will convene at the 48th annual convention in New York City, and a glance at the scheduled business program will produce evidence of the sincerity of purpose which prevails. For example, a portion of the program will be devoted to the improvement of vanilla products, upon which the association is spending many thousands of dollars annually. Also to be given consideration is the matter of public information and education on the most advantageous use of flavors. Public interests will be further recognized when the assembly is addressed by Dr. Robert A. Osborn, of the Food and Drug Administration, on "The Establishment of Standards of Identity for Foods under the Federal Food, Drug and Cosmetic Act".

Considerable time will be devoted to the problems of food additives, the current color-situation, vanilla bean markets, and to other matters of up-to-the-minute interest to the industry. A highlight of the meeting will be an address by Ralph E. Burgess, of the National Association of Manufacturers, who will discuss present and future business conditions.

Of particular interest to chemists and production personnel of member firms will be the Technical Sym-

(Continued on page 110)



progress in vanilla research

By Dr. ARTHUR S. WENDT, Chairman
Scientific Research Committee
Flavoring Extract Manufacturers Association

This past year our Scientific Research Committee has extended our investigations of vanilla to other varieties of the beans. The original work was done on FEMA single strength extracts made from East Coast Madagascar Bourdon Thirds and Mexican Mediana Whole beans.

This year the work has been extended to the following varieties: Mexican Buena Cuts, Comores, Reunion, East Coast Madagascar Splits, Dominican, Guadeloupe and Tahiti Yellow Label.

The beans were supplied by the Vanilla Bean Association and represented varieties from every geographical source of any economic importance. (Very few beans have been imported from Java in the last few years due to political disturbances, hence the omission of this formerly important variety).

The extracts from these beans were prepared in the standard FEMA percolator (as described in the proceedings of FEMA for 1949 and 1950) by I. Plagge, of Bowey's Inc.; J. M. Blatterman, of the Warner-Jenkinson Manufacturing Co., and A. S. Wendt, of Fred Fear & Co. The samples were given to the Boyce Thompson Institute and to our own research committee.

At the Boyce Thompson Institute, the physical and chemical characteristics of these extracts are being compared with the values obtained from Bourdon and Mexican extracts. Particular attention is being given to the amino acid patterns, the infra-red spectra of the resins, and the organic acids present in the vanilla extracts.

The preliminary research work at the Institute delved into the chemical constitution and physical properties of the many different components and fractions of authentic vanilla extracts. They were searching for properties that would be common to all varieties of vanilla and, if possible, not present or very rare in substances other than vanilla. This is an extremely difficult problem. There is no one magic touchstone in vanilla, like uranium in pitchblende, that characterizes its value. The chemical compound found in greatest proportion in vanilla, vanillin, is made synthetically at a cheap price, and hence is of no value as a criterion of pure vanilla. Volatile components which might be lost in concentration by evaporation of solvents in the preparation of multifold vanillas would not be a useful criterion, since they would not be

present in authentic pure ten fold or oleo-resin vanillas.

In spite of the difficulties, several promising approaches have been found, and the original survey work is now over. The Boyce Thompson Institute is now concentrating on methods for the characterization and determination of gums, resins, carbonyl compounds, organic and amino acids. These tentative procedures are being applied to all the different varieties of single strength authentic vanilla extracts mentioned above, as well as to several samples of commercial multifold vanilla products picked up on the open market.

Many of the modern tools available to the analytical chemist are being brought to bear on this problem. For example, the different types of chromatography have been used in these researches. Gas chromatography was tried and temporarily shelved. Column and paper chromatography are being used in the work on organic and amino acids. The infra-red recording spectrophotometer is being used to characterize the resin fractions. With good instrumentation in the hands of capable scientists like Drs. McNew, Burchfield and Prill, and Miss Dorothy Fisher, of the Boyce Thompson Institute, the problem of the detection of adulteration in vanilla is well on its way to solution.

The full report of the work at the Boyce Thompson Institute will be presented on Tuesday, May 21st, at the Technical Symposium of our annual convention, which will be held at the Roosevelt Hotel in New York City.

The members of the Scientific Research Committee ran analyses of the Barium number and Lead-Barium ratio in addition to all the other A.O.A.C. tests as described in our annual report last year.

Each of the extracts listed were sent to four members

(Continued on page 110)



Vanilla Type	Barium No.	Lead No.	Pb/Ba Ratio	Remarks
Bourbon Thirds	0.545	0.884	1.62	11 laboratories 1955-6
Mexican Medianas	0.594	0.934	1.58	11 " 1955-6
Mexican Buena Cuts	0.758	1.080	1.45	4 " 1956-7
Bourbon 3rd Splits	0.593	0.940	1.59	3 " 1956-7
Comores	0.505	0.844	1.67	3 " 1956-7
Reunion	0.536	0.823	1.55	4 " 1956-7
Dominican	0.643	0.991	1.55	4 " 1956-7
Guadeloupe	0.524	0.869	1.66	2 " 1956-7
Tahiti Yellow Label	0.517	0.870	1.68	3 " 1956-7
Average values	0.579	0.915	1.59	
Deviations from average	0.060	0.063	0.055	

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WORLD'S LARGEST SUPPLIERS OF VANILLIN

the vanilla crisis

By WILLIAM H. TRIEST, President
Vanilla Bean Association of America, Inc.

There are two serious difficulties facing American and Canadian manufacturers of vanilla extract today. The first is the competition which they face from extracts or concentrated extracts which have been adulterated or diluted or both. For many years extract manufacturers have taken a great deal of pride in the manufacture of their pure vanilla. They have been very discriminating concerning the quality of the vanilla beans which they buy and they have been constantly buying new and better equipment for the manufacture of their extract. Many of them have carefully stored and aged their extracts so that they can assure their customers that they are getting the best quality which can be made. Today it is extremely difficult for an extract manufacturer who deals in bulk extract—that is, extract sold to the ice cream trade, the confectionery trade and the baking trade, etc.—to sell good extract at a fair profit. The reason for this is the competition from extracts which are not legitimate.

Costs . . . and quality

Since vanilla extract is not consumed by itself by the ultimate consumer (except for those who are looking for alcohol), a little dilution or adulteration is difficult to detect. It is, therefore, easy for an ice cream manufacturer who is trying to cut his costs to delude himself concerning the quality of the extract which he buys, with the result that the consuming manufacturer who is constantly looking for a lower price is constantly getting cheaper quality.

Naturally, there is a vast difference between an extract percolated from the finest quality vanilla beans under normal manufacturing methods and an extract made in the cheapest possible manner whether it is concentrated or not. The unfortunate fact, however, is that when a consumer has price first and foremost in mind, he becomes accustomed to the lower quality of the flavors which he is buying, and so does his consuming public.

To add to the difficulty, the ice cream manufacturer, in many cases, is highly concerned with the lead number and resin content of the extract which he buys. This is so in spite of the well known fact that there is but little relation between lead number of resin content and good quality extract, due to the all too frequent practice of "sophistication."

It is to be hoped that the Boyce-Thompson Institute research program will soon provide the necessary answers making the detection of adulteration an easy matter for the Food and Drug Administration. It is extremely important that conclusive results be obtained as promptly as possible. Another three or four years of the present conditions may be too late.

The second problem plaguing the extract manufacturer, and one perhaps equally as serious as the question of adul-

teration, is the current high price of vanilla and also the violent price fluctuations which have occurred during recent years. There has been much talk during the past year concerning possible steps which could be taken to insure the consumer of a steadier market. Short of governmental control in the producing countries, however, a step which all sensible men would abhor, there is, to my mind, no feasible solution to this difficulty other than the natural laws of supply and demand.

It is easy to understand how difficult the purchase of vanilla beans by extract manufacturers has become during recent years. If a manufacturer buys the vanilla beans to cover his contracts for extract when these contracts are placed, he is likely to lose money if the price of vanilla drops, due to the trade practice of making price concessions on a dropping market. If, on the other hand, he does not cover his contracts and the price advances, he will then later on have to cover these contracts at a loss. It is, therefore, the old story of "Damned if you do, and damned if you don't." He has to be continuously right on the market which is, of course, an impossible requisite.

One important reason for the violent price changes during recent times has been the big difference in the minds of growers and exporters in the producing countries on one hand, and the American and Canadian consumers on the other hand, as to what constitutes a fair price for vanilla. Manufacturers tell me that a price of \$8.00 per pound is too high and makes Vanilla unsalable. They say even \$7.00 per pound is too high and that a reasonable price would be \$5.00 to \$6.00 per pound, duty paid, f.o.b. Philadelphia or New York. Some say \$4.00 to \$5.00 per pound.

Fair price?

Exporters and growers in the producing countries contend that prices of \$5.00 to \$6.00 per pound, duty paid, f.o.b. Philadelphia or New York, would result in prices which would be much too low to be profitable for the growers and that the price should be at least \$7.00 to \$8.00 per pound. According to some, a fair price in Madagascar would mean a price of \$10.00 per pound in this country.

These men in the producing countries point to the enormous increase in the price of American manufactured articles which their countries import, and they also write us that the natives can make much more money raising coffee. In Mexico there is keen competition from the oil companies for labor. This is all very true, but in the last analysis it is the consumer who decides what price he is willing to pay for a commodity, or do without. The question, therefore, is whether vanilla can be produced in quantity at prices sufficiently low to attract the buyers on this continent. As the situation stands at present, whenever the

(Continued on page 107)

changing trends in essential oils

By PIERRE COUTIN, President
Essential Oil Association of the U.S.A.

The essential oil industry, as the year has progressed, has faced alternate periods of stress and strain; but predominately changing trends were highlighted. This has been evident not only in the relationship of the products the industry distributes—aromatics and naturals—but in the viewpoint, and the demands, made upon its individual dealers.

As the year opened, there was a buying flurry resulting not only from the usual Christmas season demands, but enhanced as a result of the Suez situation. However, as time progressed, what was considered of primary concern faded, for little price activity resulted in view of the supply available and the weakness of the demand. The truth is that the first quarter period was one of give and take. Spice and seed oils were stable, while the products that showed strength were vanilla and, in view of the limited supply, Mexican lime oil.

Again a period of strain resulted from the dock strike on the New York City piers. While for a period of time it held up many shipments, its general effect on the prices of such volume products as petitgrain, citronella, lemongrass and bergamot was infinitesimal. The reason is that the supply was ample and readily available by domestic dealers to meet the demand.

Today we find very little change in the general price structure since the first of the year, and instead of a market hungry for our products, the reverse has been the case. In the immediate future, in view of seasonal demands plus increased shipping costs, indications might stress a more active market.

Export-wise, the recent report by the Bureau of the Census indicates that the total value of shipments of essential oils was approximately \$27,000,000 in 1947, but a total of \$26,000,000 in 1954. Flavoring products in 1954 amounted to \$446,000,000 of which flavoring extracts and other liquid flavors amounted to \$65,000,000; beverage bases were \$38,000,000; while other flavoring agents, except chocolate, were \$159,000,000, of which \$67,000,000 represented flavoring syrups.

Since 1950, the problem of chemical additives has been under study. Recently a bill requiring the testing of chemical additives before using them in food was recom-

mended to Congress by the Department of Health, Education and Welfare. This would require manufacturers of food products to show proof to the Food and Drug Administration that the additives they used were safe for human use. Products now in use that had been found safe would be accepted.

As a result of the efforts of basic organic research, micro chemical analysis, etc., new constituents are being found in larger numbers, as man is always endeavoring to find substitutes for the components of fruit.

In view of the suggested legislation, the problem of product safety per se, or when used with other additives, becomes a disturbing one to the aromatic chemical industry. In other words, products in the amounts suggested would be safe; but when used beyond this tolerance or mixed with other additives in a finished product, over which the original producer has no control, could have a different effect. The future becomes one of great interest and with unlimited possibilities—but surely one of growing complexity, which will demand more minute scientific and physiological studies.

Standardization

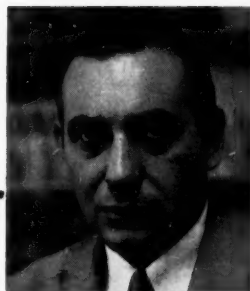
The Essential Oil Association, organized many years ago, recognized early the need for standardization of the products which their members handled, and upon which their business and reputation depended. As a result, the Scientific Section initiated a program whereby the users as well as the dealers would be armed with standard specifications for their products. In view of the great variation in the quality of the shipments which had been offered for years, there was at first great difficulty in coming to an agreement. As a result, the Section took it upon itself to examine samples of every lot which was made available to it, and on the basis of this analysis, plus a meticulous scrutiny of existing references, averages were determined and standards finally agreed upon.

Today specifications are available for more than 120 different materials—essential oils and aromatic chemicals. As new methods for quality control are developed, such as the spectrophotometric analysis, they are adopted when applicable. Physical and chemical constants are thus finely pinpointed.

The day might be at hand when man in his search for flavoring products will need a bevy of test animals and, besides physiologists and biologists, a trained corps of medical experts. The search for new flavors, regardless of present extensive controls to assure adequate public protection, will thus become a more exacting one in tune with the technological era in which we live.



the food



additive situation ... and flavorings

By H. L. JANOVSKY, Chairman
Food Additive Committee
Flavoring Extract Manufacturers Association

FEMA's Food Additive Committee was activated in 1953, when the synthetic aromatic chemical, coumarin, was declared "poisonous and deleterious", on the "per se" interpretation of existing laws, and as a result it was banned from food use. This action focused considerable attention on other synthetic aromatic chemicals, natural isolates, and essential oils used in the preparation of imitation flavorings, a definite and necessary class of food additives.

Due to the confused status of the subject of chemicals in foods, our committee deemed it wise to institute an educational program to illustrate which chemicals are used in the production of flavors, and indicate the very small amounts that were actually consumed in the normal ingestion of the foods involved. We believe that the presentation of the "en-use approach" influenced today's easing of the application of the so-called "per se" rule of "poisonous and deleterious" substances.

While it is true that the flavoring industry is small when compared to other allied industries, yet we are, we must admit, a very important part of the food industry as a whole. Unfortunately, past and present proposed legislation on the subject of chemical additives in foods does not offer special consideration to the complex and varied ramifications of incorporating the subject of flavor ingredients in the broad category of chemical additives.

For example, recently a bill (H.R. 4432) was introduced in the House of Representatives by Mrs. John B. Sullivan of the Third Congressional District of the State of Missouri. This bill is patterned after the procedure for the establishment of tolerances under the Federal Insecticide, Fungicide and Rodenticide Act, and is intended to cover *all* chemical additives intended for use in foods.

This bill states that for the purpose of approval for the use of a chemical additive, the following must be submitted with the application to the Secretary of Health, Education and Welfare:

1. A statement of the intended use of the chemical additive and a demonstration that the chemical additive serves a useful purpose to the consuming public.
2. Reports of investigations which have been made to determine the acute and chronic toxicity and other potentiality for harm from the chemical additive.

3. A statement of the composition of the chemical additive.
4. A description of methods of analysis for quantitative determination of the chemical additive and its reduction products, in or on food.
5. Samples of the additive as the secretary may require.
6. All directions, recommendations and suggestions proposed for the use of the chemical additive.
7. If the chemical additive is a poisonous or deleterious substance, reports of investigations which have been made to show the quantities of the chemical additive remaining in or on the food, and that it is required for its intended use.

The above bill provides for *all* chemical additives used in foods. Imitation flavor formulation probably would be classified as a "Chemical Additive", to be added to food. Following the above-stated requirements to obtain approval for use would present a number of problems to the flavor manufacturer: first, the disclosure of a statement of composition of the formulation; secondly the costly toxicity investigation involved; and finally, supplying methods of quantitative analysis, as well as determining the quantity of "chemical additive" remaining in or on the food.

We would propose that flavoring materials be considered as a special class of "chemical additives", and offer the following facts as a guide to temper the evaluation of their approval for use in any proposed legislation governing the subject of chemicals in foods.

While a number of flavoring materials are derived from natural sources, a large proportion are synthetic chemicals, so as to provide a wide range of flavors.

Artificial flavoring ingredients represent a large group of food additives, used in very small amounts in finished foods.

Food flavors are blends of many ingredients, thus a complete chemical description of flavoring agents is almost impossible. The known flavoring agents are a diversified group of organic chemicals. Some are esters, aldehydes, etc., that occur naturally in foods, and many are readily metabolized by the body.

The imitation flavoring agents used in foods have unique factors that must be considered in relation to other chemical additives, as for example:

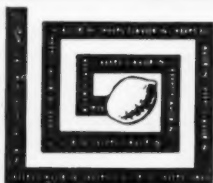
1. *Palatability*—Whenever synthetics are used in excess,

(Continued on page 106)

ENTRAPPED POWDERED FLAVORS

*Reg. U.S. Pat. Office

by Florasynth



Florasynth being one of the first companies to manufacture powdered flavoring materials, we list below descriptive details of what we feel to be the finest type of New Entrapped Powdered Flavors. Features of these New Entrapped Powders are (1) as high as 50% oil content by weight. (2) Instantly dispersable. (3) Non-hygroscopic. (4) Extremely economical. Shelf life studies have indicated excellent results.

ENTRAPPED POWDERED FLAVORS

Manufactured and designed for use in Powdered Drinks, Gelatin Desserts, Cake Mixes, Pie Fillings, Puddings, Beverage Bases, Pharmaceutical Products, and wherever dry flavors can be used to good advantage.

Apple Imitation
Banana Imitation
Cherry Imitation
Cola Type
Grape Imitation
Lemon
Lemon-Lime
Lime
Loganberry Imitation
Maple Imitation
Orange
Pineapple Imitation
Raspberry Imitation
Root Beer
Strawberry Imitation
Tutti-Frutti

Other Entrapped Flavors Developed on Request.

Suggested uses per 100 lbs.:

Gelatin Dessert: Orange—Lemon—Lime—2½ to 3 oz.

Other flavors: 1¾ to 2 oz.

Cake Mixes: 2 to 4 oz.

Puddings: 2 to 3 oz.

Powdered Drinks: (without sugar) 12 oz. to 16 oz.

(1 oz. makes 2 qts. finished beverage)

Pharmaceuticals (such as aspirin) 2 to 4 oz.

Standard Packing: 150 lb. containers

ENTRAPPED POWDERED CLOUDINOL

Available for the first time to the Beverage Industry, a Dry Cloud. Does not contain any brominated oils. Two pounds when dissolved in water to one gallon will produce one gallon of Standard Cloud Solution of which one ounce per gallon of Syrup will produce an excellent suspension in the finished product. ¼ oz. will sufficiently cloud 1 gallon of finished beverage.

ENTRAPPED POWDERED CLOUDINOL

Standard Packing: 150 lb. containers

ENTRAPPED POWDERED CLOUDY FLAVORS

After years of research our Flavor Specialists have now developed Powdered Cloudy Flavors which will produce on dilution a finished beverage simulating fresh juice both in appearance and flavor. They are uniform powders which will not separate on dilution, will give a perfect Cloud and will not form a ring in the finished beverage.

Cloudy Orange
Cloudy Lemon
Cloudy Lime
Cloudy Lemon-Lime

Suggested Uses:

Syrups ½ oz. per gal.

Lemonade Mix 6 to 8 oz. per 100 lbs.

Lemon Bar Mix 6 to 8 oz. per 100 lbs.

Powdered Drinks (without sugar) 2 to 2½ lbs.

per 100 lb. Mix—1 oz. makes ½ gal. Finished Beverage

Standard Packing: 150 lb. containers



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the alcohol drawback

By HUNT P. WILSON, Chairman
Alcohol Tax Committee
Flavoring Extract Manufacturers Association

In these days of high excise taxes, users of tax-paid alcohol in the manufacture of flavoring extracts, food products and medicines are thankful that the federal law provides for a refund, commonly known as drawback, of a substantial portion of the tax imposed on such alcohol.

Although drawback has been allowed for many years on alcohol used in certain products which were exported, it was not until November, 1942, that provision was made for drawback on alcohol used in domestic non-beverage products. The changes in alcohol tax and the effect of the drawback proviso are shown in the accompanying table.

It is apparent that the drawback provision afforded much needed tax relief for the manufacturers of non-beverage products, and indirectly for the consuming public. There still remained a heavy financial burden for the manufacturer, however. Claims for drawback were filed quarterly and payments were made only after a detailed and sometimes very lengthy examination of the claimant's records, so that a substantial portion of the tax was tied up for many months.

When the tax rate was increased to \$10.50 in 1951, the drawback was increased to \$9.50, making the net tax \$1.00 and this was most welcome. Obviously however, the resulting increase in capital investment was severe.

In an effort to solve this problem the Alcohol Tax Committee, along with several other members of the Flavoring Extract Manufacturers' Association, met with officials of the Treasury Department and found them very cooperative and favorably disposed towards granting some form of relief. As a result, the law was amended in August, 1953, to provide for filing of claims on a monthly basis. Furthermore, by posting a bond, the manufacturer may obtain immediate payment with quarterly examination later.

Changes in Alcohol Tax

Date of Increase	Tax Rate Per Proof Gallon	Drawback Per Proof Gallon	Net Tax Per Proof Gallon
Jan. 1, 1927	1.55	None	1.55
Feb. 1, 1928	1.10	"	1.10
Jan. 12, 1934	2.00	"	2.00
Jan. 1, 1938	2.25	"	2.25
July 1, 1940	3.00	"	3.00
Oct. 1, 1941	4.00	"	4.00
Nov. 1, 1942	6.00	3.75	2.25
Apr. 1, 1944	9.00	6.00	3.00
Nov. 1, 1951	10.50	9.50	1.00

MAY, 1957

The latest information from the Director of the Alcohol Tax Unit reveals there were 922 claimants filing for drawback and of these 140, or about 15% were availing themselves of the option to file on a monthly basis. In most instances refund checks are received in from ten to 20 days after the claims are filed, as contrasted with an average waiting period of 48 days for claims filed quarterly.

At this writing it appears certain that the present tax of \$10.50 will be extended for at least another year. The present drawback procedure is generally satisfactory and no change is anticipated for the near future.

Brazil now exporting pepper

Brazil is now exporting pepper, reports the Mooremack News, published by the Moore McCormack Lines, Inc.

"When in 1936 the Japanese started planting black pepper in the State of Para on an experimental basis, nobody could foresee the importance of that event," Mooremack News said in a recent issue. "Nobody even knew what plant they were experimenting with in the jungles of Para and what riches they were bringing from the Far East to the Amazon Valley.

"Having found such a fertile soil, the plants grew quickly, and within a short period of time the Japanese establishments commenced supplying the local market with the new product. The production of the tiny black beads increased more and more, and then everybody started planting black pepper.

"The most important Japanese establishment in the State of Para is the cooperative Agricola de Tome-Acu (Acu in the local Indian language means big) located on the Acara River about 80 miles away from Belem. It was founded about 25 years ago, and they started planting rice, jute and other fibers.

They began planting pepper in 1949, and they are now the largest exporters of black pepper from the whole Amazon Valley. Their crop this year was estimated at 1,600 tons. Presently they have 700,000 black pepper plants occupying an area of about 700 hectares.

"Having supplied the Brazilian market with about 1,200 tons this year, the excess production is now being exported, and the first shipment of 1,000 bags, weighing 50 tons, from the Tome-Acu plantation, moved via our S.S. Mormachawk from Belem for their New York representatives."

developments in certified colors

By LOUIS J. WOOLF, H. Kohnstamm & Co., Inc.
New York City

Recently there has come up for consideration the question of the revision of coal-tar color regulations as a result of pharmacological studies which show that certain of the 19 FD&C colors were capable of producing harmful effects when fed to experimental animals at a level many times in excess of the amounts normally used in foods.

Recent and even more extended investigations along this line involving larger dosage levels and longer term feeding experiments indicated that three of the 19 colors—the water soluble FD&C Orange No. 1 and the two oil solubles, FD&C Red No. 3 and FD&C Orange No. 2—might not be considered certifiable as "harmless" under any and all conditions of use.

There was no knowledge of any harm that ever resulted from their proper use, nor can it be said definitely that any injury would have resulted from the continued proper use. Nevertheless, FDA's position was



that as long as under section 406B of the Food and Drug Act, FDA certification means "harmless and suitable" at any dosage level, they felt that they could no longer certify the above colors. These colors have been re-listed as EXT. D&C Orange No. 3, EXT. D&C Orange No. 4 and EXT. D&C Red No. 14 respectively.

In addition to the colors mentioned above, FDA has started similar action on the two remaining oil soluble colors, FD&C Yellow No. 3 and No. 4, as well as the water soluble FD&C Yellow No. 1 and No. 2.

The Commission of Food & Drug has publicly acknowledged (in a statement released on January 23rd, 1957) that there "have been no reports of any injurious effects on humans from any of the four colors involved in the new proceeding".

The certified color industry committee has proposed legislation to give the Food and Drug Administration express power to establish maximum concentration of colors in foods, drugs and cosmetics, and it is anticipated that such proposed legislation will be introduced in Congress shortly.

It is hoped that such action will obviate the need for the delisting of the four colors, in view of their long history of safe use at the concentrations of practical usage.

the food additive situation

(Continued from page 103)

the taste in most instances is objectionable, acting as a safety use factor.

2. *Losses*—Synthetic flavoring ingredients, when incorporated into foods, are subject to many physical, as well as possible chemical reactions, which reduce the actual amounts present in the finished foods, and may alter their composition.

Flavored foods, like cakes, cookies, pies, custards, puddings, meat, fish, and candy are baked, braised, broiled, caramelized, fried, parboiled, roasted, stewed, steamed, simmered, etc.—at temperatures ranging between 250° F. to 550° F. (121° to 288° C.)

Synthetics volatilize or boil at temperatures ranging from Ethyl Formate at 54° C. to Ethyl Laurate at 269° C., or so called Aldehyde C-14 at 297° C. How much of the light commonly used esters are volatilized along with higher boiling components is unknown, but undoubtedly, as in candy making, a portion of flavoring ingredients is lost. The possibility of chemical reactions, hastened by applied heat to the contained esters, aldehydes, ketones, etc., particularly in the presence of acids, may also account for altered

compositions.

3. *Level of Use*—The actual use of flavoring ingredients is very small; in most instances only a fraction of a percent, yet important and necessary in the manufacture of palatable food products.
4. *Manner of Use*—Not always are the total food products ingested, to obtain all the flavor components, as in the instance of chewing gum.

Flavor ingredients are used in combination, many designed for a particular use, (i.e. ice cream, beverages, candy, cordials, baked goods) and not always in similar combinations by all flavor manufacturers, but subject to wide individual variation as to end use.

From time to time our committee has been asked about the Food and Drug Administration's activity in flavoring ingredient investigations, in relation to the subject of chemicals in food, particularly whenever articles on the subject appear in newspapers.

We can answer this best, by quoting from a recent article, entitled "Problems of Food Safety", by Dr. A. J. Lehman and A. A. Nelson, of the Division of Pharmacology, Food and Drug Administration, Department of Health, Education & Welfare, Washington, D.C.:

"Flavoring agents have not received as much attention as other food additives. Some two years ago a survey was

made to determine the approximate number of flavoring agents in more or less common use. A list of about 250 flavor chemicals was assembled and classified into five chemical groups. In order to proceed in some orderly fashion in the investigation of these aromatics, a primary list representing about ten compounds for each of the classifications was prepared and several candidates were chosen from each classification for study. Before these studies were undertaken, our Division of Food undertook to characterize chemically each of the flavors, since a reasonable degree of purity has to be established before the flavor is considered acceptable for inclusion in our program. The five classifications are ethers, esters, phenols, aldehydes, and alcohols. The general plan has been to feed these compounds at levels of 1%, 0.25% and 0.1% in the diet of weanling rats for three months. Our present thinking is that any flavor compound showing no effects at the 1% level may be considered safe for use in foods. A compound showing an effect at 0.25% is considered suspicious, and one producing toxicity at 0.1% would be classed as too toxic for use. *None of the flavors tested so far has shown toxicity of sufficient degree to warrant advising against their use in foods.*

"As final statement for this part of the discussion it can be said that no intentional food additive presently used in the United States is carcinogenic by the route normally used. Although the pharmacological evidence is not always as complete as it should be to meet all food-safety uncertainties, we see no reason for concern with present usage".

Artificial flavor ingredients are more numerous than any other group of food additives and are worthy of a classification of their own. They are not to be confused with many other synthetic, organic, aromatic chemicals used in the preparation of perfumes and cosmetics, etc.

The word "flavomatics" has been coined, to define flavor chemicals used in the preparation of flavoring by skilled flavorists, and we look forward to its acceptance and use.

the vanilla crisis

(Continued from page 101)

price gets up to \$7.00 per pound consumer resistance here becomes so strong that it tends to force the market down. Then when price gets down to \$5.00 per pound, every effort is made in the producing countries to jerk it back up to \$7.00 or \$8.00 per pound.

These are the problems besetting the industry and which must be solved to the satisfaction of all concerned. The Madagascar exporters can, during the coming years, spend \$100,000 or more on publicity without solving either the question of adulteration or the price—and solved they must be if the industry is to prosper.

The growers and exporters in the producing countries must, by this time, realize that vanilla, as such, is not important to the economy of the U. S. or Canada, at least not from the point of view of the government of these countries. It is to be assumed, however, that it is important to the governments of Madagascar, Tahiti and to a lesser extent, Mexico. Considering that this is so, it would seem that it would be well worthwhile for the governments of these countries to appropriate substantial funds to be used for experimental purposes to discover ways and means of growing and curing vanilla at a lower cost.

MAY, 1957



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Vanilla stamps issued by Madagascar; idea suggested by Smeltzer

A new series of postage stamps, illustrating the growth of vanilla, has been issued by the government of Madagascar, a leading producer of vanilla beans for the United States market.

The idea for the vanilla stamps originated with Chester A. Smeltzer, a leader in the vanilla industry for almost 50 years and a nationally known philatelist.

"It was evident," Mr. Smeltzer explained, "that such stamps would serve to advertise vanilla and its use, thus helping Madagascar in propaganda for one of its main agricultural products."

Mr. Smeltzer's idea was submitted to the authorities in Madagascar by Gillespie & Co. of New York, Inc., importers and dealers in vanilla, coffee, cocoa, spices and essential oils.

Mr. Smeltzer heads up Chester A. Smeltzer, Inc., importers and dealers in vanilla beans. The company is associated with Gillespie & Co. in the sale of that firm's vanilla beans.

The Madagascar vanilla stamp has already been issued in the 12 franc denomination, the most common postage



required for regular first class mail from Madagascar to the Americas.

Mr. Smeltzer reports that several extract manufacturers have already requested the stamps for use by their salesmen for their accounts.

As a philatelist, Mr. Smeltzer combines his hobby with his vocation. He has pioneered in the evaluation and collection of stamps for the promotion of commodities. An article in the May issue of Scott's Monthly Philatelic Journal cites his collection of stamps from French vanilla producing countries.

In 1947 he received the coveted Luff Award for contributing the most to philately.

He is a member of the American Philatelic Society, the Society of Philatelic Americans, a charter member and past president of the Essay-Proof Society, a Fellow of the Royal Philatelic Society of England, and a past governor of the Collectors Club.

He has also been active in local politics, serving as mayor of Ramsey, N. J., for two years, resigning to serve as a Bergen County, N. J., Freeholder for two terms.

Mr. Smeltzer began in vanilla in 1902, and in the decades since has spent much time in the vanilla areas of Mexico, Guadeloupe, Tahiti and Madagascar.

He has an extensive first hand knowledge of the culture and preparation of vanilla for the trade.

Knickerbocker marks 115th anniversary

The Knickerbocker Mills Co., New York City, has added two new products—"Bikini Pepper" and an imitation nutmeg—in connection with a promotion this year marking the company's 115th anniversary, was reported recently.

A backdrop of bamboo and native packing materials supported the "Adventures in Flavor" theme.

The store also distributed a chart with ideas on how to use various spices.

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Zanzibar's "see saw" clove crops

By R. O. WILLIAMS, General Manager
Clove Growers Association

The request for an article on "developments in Zanzibar cloves" reached me at a time when I was sitting in my office, in shirtsleeves, with two ceiling fans in operation trying to reduce the humid heat prevalent in Zanzibar at this time of the year. In Zanzibar, March and April are the period of the heaviest rains (known as the *masika*), and the clouds literally open when these are at their peak.

In previous years I have written of the heavy fluctuations in yield of clove trees. This seesaw arrangement, of which the Clove Growers Association has records since the year 1895, is depicted in the form of a graph on the wall facing me, where I sit at my desk.



From it I note that the last bumper crop was four years ago; this was followed by a small one; the next year there was rather more than half a full crop; last year there was a poor one again of about 6,000 tons.

What has this coming season in store? Although it is too early to "count chickens" or to make estimates, there are sufficient signs on the trees to indicate that the crop should be a good one; no one should be bold enough, however, at this stage to suggest how "good" it will be.

It is evident already that by the time picking of the new crop commences about August next, total stocks in Zanzibar will have reached a low level of less than 3,000 tons, as compared with 9,000 tons at the same time last year. A new crop of large dimensions will be required, therefore, to deal with current exports and to provide a surplus for the low crop which invariably follows a large one. The outlook for the season 1957/1958 is propitious.

I have just returned from Pemba, the island which in recent years has produced 83% of the total crop.

It takes about 40 minutes in a small plane, from which one can review the complete extent of the clove plantations in Zanzibar and Pemba. Between the islands there is to be seen the most brilliant range of blue coloration of sea bordered by white sand and surf. On the islands, the bright green of the clove trees and the yellowish green of considerable areas of the new rice plantings make an attractive spectacle. The clove trees are in excellent condition, and when traveling by road, you can see the new crop beginning to emerge in the tips of the shoots. It is difficult to believe that it will be four months at least before the crop is ready for harvesting.

The association's survey of the clove plantations for the

purpose of estimating the crop on the trees is not undertaken until the month of May and is ready for publication by June, but between now (March) and June, we may expect to hear many ideas of the size of the crop from those who have looked at the trees—and also from those who have not looked! Any such estimates must be treated with the greatest reserve; even that arising out of the Association's survey is liable to error for a variety of reasons, as is the case with crop estimates of all kinds.

So much for the position as regards the stock of cloves which is likely to be carried forward and the prospects for the next crop season. I regard both as being decidedly favorable and in keeping with the regular demands and requirements of our customers.

To turn to the export position for a moment, here the outlook is equally good. For the last four years exports have steadily increased and demand continues to be strong. The exports for last season were more than 12,000 tons.

public relations continue for spices in Canadian market

By ROY H. SMITH, President
Canadian Spice Association

Once again, it is our pleasure to extend warmest greetings on behalf of the membership of the Canadian Spice Association to the American Spice Trade Association.

This year, at our annual convention Meeting in June, we will celebrate our 15th anniversary. Looking back over this relatively short period, we cannot help but feel a deep sense of gratitude to our American friends for their assistance, not only in our early days, but right up to the present time.

Our Association was formed in the early days of World War II to assist our government in the procurement and distribution of spices, and we have continued to flourish in the postwar period.

From a business viewpoint, Canada enjoyed a good year during 1956 and this favorable trend continues in the spice trade.

We are pleased with the results obtained from our moderate public relations program, which was started just over a year ago. More recipes and articles concerning the season-

ing of foods are appearing in the daily and weekly newspapers in Canada. Canadians are renewing their interest in the flavoring and seasoning of foods, and the many new Canadians, who have largely emigrated from Europe, have brought with them their love of seasoned foods, which has accelerated this trend.

The Canadian Spice Association continues to promote a closer harmony between all branches of the trade, and we are happy to report that the standards of the industry were never higher.

This year, on June 14th-16th, we will hold our annual meeting at the beautiful Chantecler Hotel, located at St. Adele in the Laurentian Mountains, just 45 miles North of Montreal. We extend the most cordial invitation to all of our American friends to join us if they are in the vicinity of Montreal that time.

I know I speak for all the members of the Canadian Spice Association when I extend to the American Spice Trade Association best wishes for another successful convention.

We congratulate them on their many achievements during the past year and thank them for their fine example and assistance in the past.

progress in vanilla research

(Continued from page 99)

of the committee. All the results are not in, as this magazine goes to press, but preliminary examination of the data indicates that the Barium number and Barium-Lead ratio seem to vary but little in the different varieties of vanilla extract. This is true even of extracts made from Tahiti vanilla, which usually present anomalies in analytical values.

Some preliminary data is listed in the accompanying chart.

The Barium number and Lead-Barium ratio apparently can be additional, useful criteria of the purity of a vanilla extract.

Ray Way, of the Crescent Manufacturing Co., has done a considerable amount of research on the organic acids in vanilla and organic acids used as adulterants to boost the lead number in vanilla. This paper will also be presented at the convention.

An entirely new method for the detection of adulterants in vanilla extract has been suggested by Ralph L. Tracy and J. M. Wenneis, of the Norda Essential Oil and Chemical Co. Only preliminary tests have been made so far, but results obtained indicate the possibility of positively identifying the protein specific to vanilla by serological method. This test requires considerably more time and work to perfect a definite qualitative and quantitative procedure. The test is based on the assumption that an undenatured natural protein in vanilla, or a serologically active haptene derived from vanilla, could be measured quantitatively. In both cases the natural substances are of unknown chemical structure and beyond the possibility of synthetic production. This radically new approach to the problem of adulteration is now under advisement, and we are in hopes that Drs. Tracy and Wenneis will have a paper ready for our next convention.

We know a lot more about pure vanilla today than we did a year ago. We have infra-red spectra curves of the resins and different resin fractions, and they seem to be the same in all varieties of vanilla. The amino acid patterns seem to be unique for vanilla and still pretty much the same for all varieties of beans. The organic acids now under investigation at the Boyce Thompson Institute also look promising.

Because of the complexity of the mixture of chemical compounds in pure vanilla, the characterization is not an easy one. Fortunately, most of the properties investigated to date seem to be general in all varieties of vanilla beans.

Certain commercial products, sold at a price only a fraction of the cost of an authentic vanilla extract, were examined for these properties. They showed very marked differences from the authentic extracts of all the varieties of vanilla listed above. We are not ready yet to properly classify this type of merchandise, but expect to be able to do so in the very near future. Tentative procedures now at our disposal seem to be capable of picking out spurious products, but more work is necessary to insure legitimate merchandise against unfairly stigmatization.

the outlook for flavor extracts

(Continued from page 98)

posium on Tuesday, May 21st, and the popular Chemist's Breakfast on May 22nd. It is anticipated that these meetings will be well attended and that they will provide the opportunity for a free exchange of ideas and new technological developments.

Each and every delegate to the FEMA Convention attends for the purpose of improving his ability to serve the people with whom he does business. As a result of this alert and progressive attitude, 119 member-firms now stand ready to furnish counsel, service and fine flavors to meet the constantly growing requirements of the nation.

As we know it today, the flavoring industry is vigorous, ever-changing, and highly competitive. Firms which fail to supply the needed vigor, recognize the changing conditions, or keep abreast of their competition, will fall by the wayside. On the other hand, the future is full of promise for the really alert organization which will intelligently test the pulse of public preference and then fulfill its requirements with top-quality products.

dehydrated onion and garlic products

(Continued from page 87)

seen instant coffee capture 30% of the total consumption in the country. It is forecast by many that this figure will be 60% in another decade. Spices generally, and especially the dehydrated vegetable products, are "naturals" to fit into this convenience cookery movement.

What is less convenient to prepare than raw onions and garlic? What causes more tears and shortness of breath

than a raw onion? What saturates the air with a less desirable odor during preparation than garlic? Never have products begged to be reduced to a more tolerable form than onion and garlic. All that needs to be done is to properly exploit the advantages of the dehydrated products in their various forms with a publicity effort such as has been given natural spices in the past years, and we will be assured of fabulous results.

It is good to see that steps in this direction have already been taken. For many years, companies both in and out of the spice industry have been promoting these products. Recently the American Dehydrated Onion and Garlic Association has launched a separate publicity program which plays up the terms "Instant Minced Onion" and "Instant Garlic."

The month of August, this year, has been designated Instant Minced Onion Month. The combined talents and efforts of the American Spice Trade Association and the onion and garlic group should result in the greatest publicity and promotional impact any item of this type has ever received.

Dehydrated onion and garlic products have far greater sales potentials than any spice items. We should not neglect the spices, seeds and herbs that have been the basis of our prosperity and growth for many years. However, we will be remiss if we don't exploit to the fullest extent these newer products, which have such brilliant potentials.

It is my belief that a united effort on behalf of instant minced onion and instant garlic will be most successful. It would be wise for the interested parties of both our industries to join forces in order to assure a continuing campaign of maximum effectiveness.

American paprika (Continued from page 84)

in Spain. Conversely, Spanish paprika is generally redder in surface color.

Pungency, or heat, is a measurable quality. The method widely used in the food industry is the Scoville method, by means of which the pungency rating is determined by the level at which pungency can be detected in dilute solutions of extracted paprika. This Scoville method is also utilized in determining the pungency of other capiscum products, and like the Gentry method of color determination, it is available to the entire food industry.

Texture, or granulation, simply refers to the particle size, or grind. In some food products a finely ground paprika may be preferred, whereas in other products the granulation or texture is not critical.

In addition to offering a number of grades of paprika varying as to surface color, extractable color, taste or texture, and price, some California firms are also in a position to supply custom-produced paprika to meet the special requirements of food processors who prefer to emphasize one quality characteristic over another. This is especially true regarding mildness, or sweetness, a quality which is thought to be characteristic only of paprika imported from Spain. It also applies to the slight "bite," or pungency of paprika imported from Hungary. The flexibility of American production techniques is an important consideration to many buyers.

America's food industry at the processing level numbers paprika among its important ingredients in such foods and

condiments as canned beans, canned soups, canned meats and sausages; catsup, sauces and numerous salad dressings; and bakeries use paprika in some types of crackers. In short, the spice that lends its own natural red color and subtle flavor to foods has carved an important niche for itself in America's canneries, in America's meat packing plants, in America's bakeries, and in many other types of food processing plants.

At the restaurant or institutional level, paprika has built its reputation through the years as the colorful spice that transforms the ordinary into the extraordinary. With its use, foods prepared for mass-feeding need not appear drab, colorless or monotonous.

The consumer market for paprika is also increasing. Much of the credit for the widespread use and knowledge of paprika at the consumer level can be attributed to such organizations as the American Spice Trade Association, through a publicity program which disseminates information on paprika, which is put to good use by food writers and editors, home economists, radio and television food programs, and so on. The result is that the modern housewife is familiar with paprika, and usually keeps a supply in her kitchen.

The yearly consumption of paprika in the United States is conservatively estimated at 10,000,000 pounds. It ranks third among the dry spices sold in consumer sizes in retail markets, preceded only by black pepper and cinnamon, according to a report published in a grocery chain trade magazine in 1955.

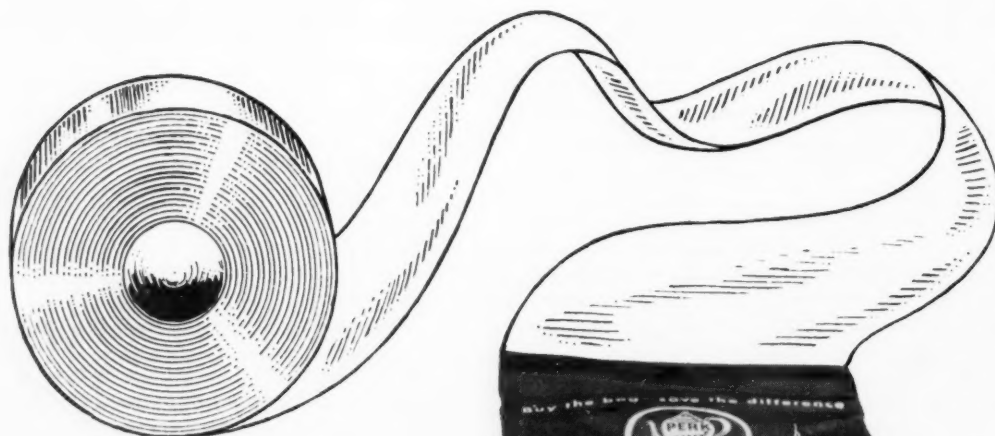
The high quality of American paprika is the direct result of a continuing scientific program of seed improvement through selection of the finest possible fruit strains for planting, plus utilization of the most advanced technological methods of processing. Each year's crop sees the introduction of better seed selection, better crop control, more scientific production control and improved packaging.

paprika use reaches new peaks in U.S. (Continued from page 82)

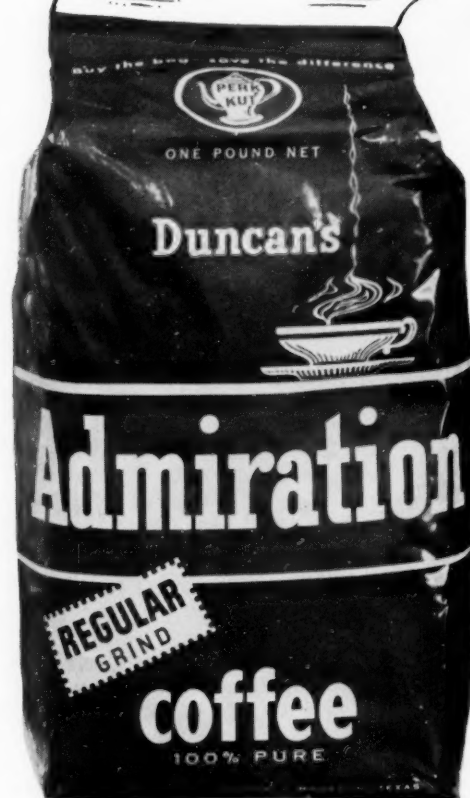
An interesting sidelight is that during the Spanish Civil War, production of Murcian paprika was very low and imports into the United States fell to practically nothing. Other countries, such as Hungary, Portugal, Czechoslovakia and Chile, increased their planting of paprika and supplied the United States with its needs. When the Civil War ended and Spanish production was again established, Spain recovered, in the very first year, its normal 90% of United States imports—bearing out the fact that U.S. requirements are for a sweet and mild flavor.

The findings of a recent investigation into the effects of spices on stomach ulcers and other stomach disorders, as reported in the article covering this investigation, "The Effect of Spice Ingestion upon the Stomach", has shown conclusively that of all the spices tested, Spanish paprika has absolutely no harmful effect on patients with various stomach disorders in any of the tests made. This investigation was conducted by three eminent doctors for the Peter Bent Brigham Hospital of Harvard University Medical School, and was financed by the American Spice Trade Association.

In view of the ever-increasing popularity of this spice, paprika should have even wider horizons in the future.



Rhinelanders glassine liners help increase coffee shelf-life by 100%



Duncan Coffee Co., Houston, Texas had a problem:

how to get a flexible package that would be economical and have the longest possible shelf-life.

After many years of research, tests proved that the most economical combination to improve shelf-life was cellophane and glassine. And, Rhineland Paper Company's Coated-Wax Laminated Glassine met the exacting requirements.

The result:

Duncan's new package increased shelf-life by 100%.

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Packaging



Forming, filling and sealing is done in this line operation in the plant. Left: This is the bag forming portion of the machine. Materials are wrapped around the mandrel so that no bottom seam is

necessary. Side seams are sealed at this point. Center: Bags are flipped into position to be filled. Right: After filling, the bag is top sealed by a crimping unit and then passes on for baling.

Duncan forms, fills and seals its coffee bags right in the plant

Something unique in coffee packaging is underway in the Houston, Texas, plant of the Duncan Coffee Co. The company is forming, filling and sealing flexible packages for coffee—in a line operation.

The Duncan development has a history, pegged to the company's use of transparent films for flexible coffee packaging.

Duncan started using transparent films in 1939, in an effort to improve its coffee bags. Up to that time the company had been using kraft bags, and that covered quite a few years. In fact, for 32 of its 40 years, Duncan has been selling coffee in flexible containers.

In 1939 a cellophane overwrap was adopted, which improved package appearance and increased sales. But Duncan felt the need of a transparent package with an even greater shelf life, in order to compete with vacuum packed coffee in cans.

A three-year testing program was initiated, during which Duncan tried various combinations of packaging materials, including cellophane and other transparent films and foil. On comparison of research results, the company came to the conclusion that the combination which proved most economical and efficient was cellophane with glassine. The cellophane it selected was Olin Cellophane, sold by the Film Division of the Olin Mathieson Chemical Corp.

The tests were principally taste tests. The then presi-

dent of the company, the late Herschel Duncan, headed the panel of tasters.

Part of the problem was that the bag had to be fully protective, yet emit excess gases without ripping the bag. The bag also had to prevent the entrance of oxygen, the cause of staleness and rancidity.

The company decided that the job could best be done by a modified Pakit machine, now manufactured by the Package Machinery Co., East Longmeadow, Mass.

The packaging operation with the new bag begins with rolls of Olin Cellophane and glassine brought from a humidity vault and placed on a machine which carries them over a series of traveling mandrels. Cutting is controlled by an electric eye.

The film is wrapped around the mandrel so that no bottom seal is needed. Side seams are formed by heat sealing, plus a thermoplastic adhesive. The package is then stripped from the mandrel and flipped into the next two units of the machine, for filling and sealing.

There is an automatic cut-off of the weighed coffee if the bag is not there to receive it. The machine packs 30 to 40 coffee bags a minute.

A most important element of the Duncan package, it is emphasized, is the manner in which the top seal is formed. Both sides are brought in to form gussets, and the inner folds of the gussets come within 1/2-inch of meeting each

other. This construction forms an intentional weak spot in the seals, to act as a release valve when pressure builds up within the package, yet it does not permit any appreciable entry of oxygen.

Duncan sees advantages in its package, and sums them up this way:

1. *Appearance.* The printed cellophane bag with glassine liner has the eye-appeal to attract the customer and to put it into a good competitive situation with other brands, Duncan feels. Prior to putting its newest package on the market, Duncan, as did many of its competitors, used a premium coupon as a sales spur. The South, where Duncan's heaviest concentration of sales exists, is an area where coupon selling has been widespread. When Duncan introduced its new package, the coupon was eliminated. *Yet even without the coupon, the new package increased sales an average of 11 per cent, the company reported.*
2. *Shelf Life.* How long a grocer can keep a bag of coffee on his shelf is important to him and to his customer. Longer shelf life means fresher coffee to the consumer. It means less inventory-checking to the seller. *The new Duncan package increased shelf life by 100 per cent, the company states.*
3. *Savings.* *The new package saved money, Duncan reports:*
 - a. There was a 50 to 60% saving in materials.
 - b. There was 50% saving in labor costs over other flexible packaging.
 - c. Bags require 75% less storage space than metal cans.
 - d. Duncan was able to use bales at 3½¢ apiece instead of corrugated boxes at 10½¢ each for shipping.
 - e. Shipping weight difference meant savings. A 24 lb. case of coffee packaged in bags weighs 25 lbs.

Duncan is using its glassine-lined cellophane package for both retail and institutional put-ups. For its retail package of Admiration Coffee, printed cellophane is used over an unprinted glassine liner. For its institutional packaging of both Admiration and Maryland Club brands, unprinted cellophane is used over printed glassine.

As far as the sources involved determine, the use of glassine and cellophane has made it possible for Duncan to be the first coffee distributor to form, fill and seal packaging in their own plant.

The duplex cellophane-glassine packaging material is produced by the Shellmar-Betner Flexible Packaging Division of the Continental Can Co., Mt. Vernon, Ohio, using cellophane by the Olin Mathieson Chemical Corp., Film Division, New York City. The plain glassine liners are by the Riegel Paper Corp., New York City, and Rhinelander Paper Co., Rhinelander, Wisconsin, and printed glassine by the Riegel Paper Corp. and the Daniels Manufacturing Co., Rhinelander, Wisconsin. Forming and filling machinery is produced by the Pack-age Machinery Co., East Longmeadow, Mass.

Coffee can output up 5.3% in 1956

The American Can Co. reports that last year production of metal cans rose to a record 41.8 billion units.

Cans for coffee made a 5.3% rise in volume, the company said.

Prater named vice president

of Consolidated Foods Corp.

Dr. Arthur N. Prater has been elected vice president of the Consolidated Foods Corp., Chicago, S. M. Kennedy, president, has announced.

Well-known throughout the food industry as a food technologist and administrator, Dr. Prater will continue as president of the corporation's Gentry Division, Los Angeles, processor of dehydrated foods and seasonings, an office he has held since September, 1956. He has been associated with Gentry for the past 12 years and previously was the division's executive vice president.

Dr. Prater was formerly president of Research Development Associates, Quartermaster, Food and Container Institute for the Armed Forces, and chairman of the American Chemical Society, Division of Agricultural and Food Chemistry.

A graduate of the University of California at Los Angeles, and of the California Institute of Technology in Pasadena, Dr. Prater is a native of Bismark, N. D. He studied the chemistry of natural products as a research fellow at the California Institute of Technology and at the Western Regional Research Laboratory and the Emergency Dehydration Project.

He has been a member of the American Chemical Society since 1936, and is a member of the Institute of Food Technologists and other professional organizations.

Spice trade mourns passing of Fletcher Long

The spice trade is mourning the passing of Fletcher H. Long, who was for many years active in the industry.

During the course of his many years in the spice trade he was active in the affairs of the Association, having served as a director of the American Spice Trade Association in 1941 and 1942, and was a chairman of the grinders executive committee and a member of many other committees.

Mr. Long was associated with McCormick & Co., Inc., for more than a quarter of a century, until World War II, when he was named spice consultant for the U. S. Department of Agriculture.

After the war he was affiliated with Wm. G. Scarlett & Co., and more recently he had directed his interests to real estate in Baltimore.

He is survived by his wife, a daughter and a son.

Pharmaceutical flavor guide issued

Technological advances in flavors for pharmaceuticals have been greater during the decade just past than in all the centuries since the use of crude flavoring additives was first attempted, according to Fritzsche Brothers, Inc., New York City flavor and essential oil firm.

The company has issued a Pharmaceutical Flavor Guide which it believes represents a milestone as the first cataloging of a really comprehensive list of flavors developed for the flavoring requirements of modern pharmacy.

The 52-page guide, set up by pharmaceutical groupings and carefully indexed and cross-indexed, is expected to prove a boon to the manufacturing pharmacist in making possible quick, easy selection of the best available flavor for a given purpose, the company said.

San Francisco Samplings

By MARK M. HALL

■ ■ In this area green men report that their business is slow, but roasters—at least some of the big ones—report it is good. But roasters can report business is good without meaning much of an increase over similar periods last year. There are factors working against their volume which may to some extent be corrected by recent reductions in prices. A decline of 4¢ in the wholesale price of vacuum pack coffee has led to some stimulation in buying by retailers.

There have been two reductions this year, one in February of 4¢ and another in April of 4¢ bringing the price down to 97¢.

It is hoped by the larger roasters that the very heavy influx of cheap vacuum Robustas into this territory will be somewhat checked by lower prices of the better grade packs. It is also their belief that increased production in producing countries will force prices to remain at lower levels.

From a volume standpoint, it is vital to the larger roasters to have prices remain low.

It is felt that the days of 80¢ Colombians are over. For the last two years, between a shortage of milds and better grade Brazils, a squeeze took place in milds during August, September and October. But this year heavy Central crops coming in, combined with heavy shipments of Africans, has broken prices in milds.

The differentials between May mild futures and Brazils are down to a little over 2¢, in great contrast to the differentials existing in the past. Roastings for the country as a whole are down in April as compared with last year. Imports so far on the Pacific Coast, covering the period to March 31st, show heavy losses in Central American im-

ports and Colombians, with considerable increases in Brazil imports.

■ ■ Coffee Day as part of the Pan American Week observances was celebrated April 9th, coincident with the meeting of the American states, members of the Pan American Union. Attending were ambassadors from 20 Latin American countries and a representative list of coffee men from this area, members of the Pacific Coast Coffee Association. Coffee men had tables at the formal banquet. Peter Folger spoke on behalf of the members of PCCA. Ambassador Guillermo Sevilla Sacasa, of Nicaragua, was the principal speaker of the day.

Want to know

"How to Fire a Young Coffee Man"?

See Mark My Word,

a new Coffee & Tea Industries feature

by Mark M. Hall

See Page 25

George Mahoney, of the Pacific Division of W. R. Grace & Co. was chairman in charge of a reception held at the Legion of Honor, assisted by Harry A. March, president of the San Francisco Pan American Society.

■ ■ "Coffee Internationale" is the latest beverage to be added to the menu at the Flight Deck Grill at the Los Angeles International Airport. The addition of black coffee to a strong drink will help one to "fly high" out of that southern city. Chilled whipped cream floats on top of this concoction, and that seems appropriate too.

■ ■ Prudencio Llach, a leading El Salvador exporter, was a visitor last month.

He called on many of the local coffee men with whom he does business.

■ ■ Jack Schimelpfenig can at least count up to four. He has announced that after three boys, his fourth child is a girl, Cara Marie—seven pounds four ounces.

■ ■ Charlie Montague, another tea man, bought a home in the Sunset district and spent a week last month getting settled. We hope that doesn't come off his regular vacation.

■ ■ John Bransten, son of Jo Bransten, became the father of a son last month.

■ ■ J. Grayson Luttrell, vice chairman of the board of directors of McCormick & Co., Inc., visited here last month. He has been in the tea business 50 years. Besides visiting the boys at Schillings, he saw an old friend of his, Paul Ahrens, of Irwin-Harrisons-Whitney, Inc.

■ ■ When the Army calls a man in the draft, "you got to go," and that is what has happened to Lawson Warburton, assistant to Warren Kludt, coffee buyer at Schillings.

■ ■ Eugene Lynch, of Henry P. Thomson, Inc., informs us that Bert Parker, of James Finlay & Co., Calcutta, visited San Francisco last month. Gene's company represents the concern in the United States.

■ ■ Wellman's Coffee has bought out the old plant of Ben Hur, and has been established in Los Angeles, roasting coffee for the last few months. This plant will be operated in conjunction with the San Francisco plant. Allan McKay, coffee buyer for the company, spent some time last month at the Los Angeles plant. Ellwood Wright, head of the company, informs us that business is very good and he expects their southern plant to turn out a large column of roasted coffee. Schilling's, which had taken over Ben Hur, removed its coffee roasting to San Francisco.

■ ■ Fred A. Von Scheven, formerly with Internatio-Rotterdam and with a short interlude in the automobile business, is now with the McClintock-Stern Co., Inc. He will no doubt be more at

(Continued on page 119)

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New York News

■ ■ Just a reminder: It's the Hackensack Golf Club, Oradell, N. J., June 11th, for the annual outing of the New York City Coffee Fraternity.

■ ■ Last month was something of a social season for coffee men in the area. The reason was a delightful one: Senorita Analida Alfaro, Pan-American Queen of Coffee, here for Pan-American Week and Coffee Day.

NCA officers and directors arranged for coffee leaders to greet the attractive queen at a reception at the Savoy Plaza Hotel.

A reception for the trade as a whole was set up by the executive committee of the Pan-American Coffee Bureau at The Plaza.

U.S. coffee men, representatives of producing countries and guests from allied trades were on hand. They greeted the Coffee Queen against a pleasant background of Latin American music.

■ ■ Phillips R. Nelson, long recognized as a leader of the U. S. coffee industry, retired May 1st as executive vice president of Ruffner, McDowell & Burch, Inc., in charge of the green coffee firm's New York City office.

Mr. Nelson started in 1902 with Chase & Sanborn, in Chicago. He joined Ruffner, McDowell & Burch in 1919, and came to New York in 1925 to head up the office here.

Mr. Nelson was presented coffee's Certificate of Merit in 1952, NCA's highest award, in recognition of his outstanding service during World War II as chairman of the Advisory Committee to the Inter-American Coffee Board.

Mr. Nelson was vice president of NCA from 1929 through 1941, on the board of directors 1937-38 and 1941-1952, and on the executive committee 1941-45 and 1950-54.

He takes with him into retirement the appreciation of the industry for his many years of service.

■ ■ George Robbins, director of green coffee operations for the General Foods Corp., early this month became the first American to be decorated with the La Gran Cruz de San Carlos by Colombia.

Mr. Robbins received the medal from Luis Morales Gomez, Colombia's Minister of Finance and Public Credit, at a reception at the Metropolitan Club.

It was presented to him for his "outstanding service to the country of Colombia."

■ ■ Fairchild & Bolte, leading agents and brokers for Brazilian and mild coffee shippers, are in new headquarters as of May 1st. The firm's new offices are at 120 Wall Street. They were formerly at 91 Front.

■ ■ S. A. Glasberg Co., New York green coffee brokers and agents, have settled in their new quarters at 25 Broad St.

The firm specializes in coffees produced in Abyssinia, Angola, Belgian Congo, Ivory Coast, Madagascar and Uganda.

■ ■ The following firms were recently elected to membership in the New York City Green Coffee Association: Jean Appel & Co., Inc., Fortuna Coffee Corp. and James A. Alexander.

■ ■ What may be the biggest coffee can ever made can be seen in the Universal-International movie, "The Incredible Shrinking Man." The can, a 20-foot tall container of Martinson's Coffee, is part of scenes in which the hero is shown presumably shrunk to a height of an inch or less.

Martinson's made the tie-up with the film company last summer. The coffee firm is using movie lobby displays to plug its participation in the picture.

■ ■ George C. Cholwell & Co., Inc., announces that their principal, Alex. Lawrie & Co., Ltd., London, has advised that they are shipping to them a treasure chest of India tea—aboard the Mayflower II.

Cholwell is unable to give more details now, but will make further information available at a later date.

■ ■ Balfour, Guthrie & Co., Ltd., has moved its offices to 72 Wall Street. Before, they were at 67 Wall.

■ ■ The 1956-57 green coffee bowling tournament has rolled to a close, with the H. L. C. Bendiks team an easy winner.

Final standings give the Bendiks keggers 52 points, well ahead of the pack.

The next nearest score was Argentine State's 47½, with Southern Cross' 46 third.

Other standings were A. C. Israel, 43; F. W. Ehrhard, 43; Aronco, 42; Hard & Rand, 38½; Byrne, Delay, 34; East Asiatic, 32½; Nathor, 26.

■ ■ Charles W. Bartow, who retired in 1951 after 50 years as a salesman for W. Wirt Wickes & Son, Inc., died in New Canaan, Conn., last month. He was 91.

■ ■ Lack of new pier space in the Port of New York has been a cause for concern, R. A. Sutherland, chairman of the Traffic and Warehouse Committee of the New York Green Coffee Association, reported recently.

With the thought that Port Newark might help ease the situation, the committee prepared a report on the facilities there.

The committee said that the Port of New York Authority has for some time made overtures to the coffee trade on the feasibility of using Port Newark for the inward movement of coffee.

It added that recent developments, particularly as a result of the dock strike, make it imperative that consideration be given to the establishment of regular steamship service from South American ports to Port Newark.

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New Orleans Notes

By W. McKENNON

■ ■ Lafaye & Arnaud are very happy to announce to the coffee trade that after a visit to the New Orleans market by Lee Cavasso, of the Borneo Sumatra Trading Co., they have been appointed representatives of that firm for the New Orleans area.

The Borneo Sumatra Trading Co., a widely known company, specializes in Indonesian and East and West African coffees.

■ ■ The board of directors of Blue Plate Foods, Inc., announces the appointment of Edward W. Sander as vice president in charge of all operations and sales.

He succeeds the late Charles A. Nehlig, whose career with Blue Plate began with the creation of the company and spanned the years that saw Blue Plate achieve its present position in the food field.

Mr. Sander joined the Blue Plate people in 1930 as a salesman, and his ability led to successive promotions. He has been New Orleans division sales manager, and more recently executive assistant to Mr. Nehlig. Thus he brings to his present position first hand knowledge of Blue Plate's objectives and a keen understanding of merchandising practices and problems right through to the retail level.

■ ■ Volkart Bros., Inc., have opened a new coffee office at 307 Board of Trade Annex, New Orleans. Robert Williams, formerly with J. A. Folger & Co. in El Salvador, is in charge of the new office. Mr. Williams' family will join him here in New Orleans, where they will make their home in the near future.

■ ■ Earl P. Bartlett, president of the American Coffee Co., with Mrs. Bartlett, has returned from a short vacation trip to Havana.

■ ■ R. B. Fowlkes, formerly with J. A. Folger & Co.'s Houston office, is now head of the company's New Orleans office. He succeeds Almond Powers who is now with the Duncan Coffee Co., Houston.

■ ■ James Coleman, of W. R. Grace & Company, New York City, visited the trade here recently.

■ ■ Coffee Day passed quietly here, although the product itself was consumed in bulk. Coffee was served to all visitors and employees in many of the coffee offices.

■ ■ The Del Rio, which usually carries a cargo of coffee from Port Gentile, had an unusual cargo go aboard here en

route to Port Gentile this month. Twelve Nubian goats and two kids were transported gratis by the Mississippi Shipping Co. They were trucked from Port Gentile to Lambarine, to be given to Dr. Albert Schweitzer to supply goat milk for his hospital.

■ ■ D. C. Dunlap, of the Royal Cup Coffee Co., Birmingham, was a recent visitor here.

■ ■ Anthony van Leeuwen of Stein Hall & Co., Inc., in Brazil, came to New Orleans recently via New York. He returned to Brazil from New Orleans.

■ ■ R. M. Nash is in Brazil on a business trip for his firm, R. M. Nash & Co.

■ ■ Henry C. Brote, captain of the freighter Del Monte was awarded a plaque for the best safety in 1956 by the Mississippi Shipping Co. Harry X. Kelly, president, made the award, saying the Del Monte reported only one lost-time mishap.

The award will be made each year to stimulate safety competition among the company's vessels, it was announced.

■ ■ Gilbert H. Oechsner, 62, office manager in the accounting division of the Lykes Bros. Steamship Co., Inc., collapsed and died suddenly, from a heart attack.

Mr. Oechsner had spent his adult years in the shipping business, having been with the U. S. Shipping Board from 1921 to 1927. Survivors include his widow, the former Eva Krone; a son, Gilbert H. Oechsner, Jr.; and two sisters, Mrs. Christian Varnau and Mrs. Elizabeth O. Back, all of New Orleans.

■ ■ Harry X. Kelly, president of the Mississippi Shipping Co., announced the election of Edgar B. Fontaine, Jr., to the board of directors of the company. All other board members and officers were reelected.

■ ■ Mr. and Mrs. Isidore Reisfeld, of St. Louis, spent a few days in New Orleans recently. Mr. Reisfeld is connected with J. Aron & Co., Inc.

■ ■ Named officers and directors of Standard Fruit and Steamship Co. were Dr. Joseph D'Antoni, chairman of the board and president; Felix Vaccaro, vice president; Marion J. Green, secretary; William I. Monaghan, controller; Harold L. Rolfes, treasurer; and Edward E. Daly, assistant secretary and assistant treasurer.

Board members are Henry Boh, Carmelo D'Antoni, Robert W. Elsasser, Raphael Ross, W. H. Saunders, Jr., Henry G. Selz, Robert L. Simpson, Felix

Vaccaro, Seymour Weiss, William H. Wilson and William G. Zetzmann, Sr.

■ ■ Hernando Rueda of Leonidas Lara & Sons, Inc., New York City, was in New Orleans for a visit recently.

■ ■ The Alcoa Steamship Co., Inc., has announced the transit time from New Orleans to Maracaibo is now reduced to four-and-one-half-days. The sailings are Saturdays from Mobile and Wednesdays from New Orleans. Sailing days of Alcoa's Gulf services to Puerto Rico have been changed to Mondays from Mobile, instead of Saturdays, and Fridays from New Orleans, instead of Wednesdays.

■ ■ The Brazilian ambassador, Ernani do Amaral Peixoto visited here recently to attend the opening of "Feira Brasileira" a Brazilian exhibit at the International Trade Mart. He received a scroll at City Hall, and was entertained by the Chamber of Commerce, The New Orleans Dock Board, the New Orleans Green Coffee Association and the Export Managers' Club.

■ ■ The Port of New Orleans had a special display at the U. S. World Trade Fair, at the Coliseum in New York City. Special emphasis was given to the 129 steamship lines servicing New Orleans, and the port's \$72,000,000 construction program.

Southern California

By VICTOR J. CAIN

■ ■ Wilbur Hughes, of Haas Bros., San Francisco, recently stopped in Los Angeles to call on the coffee roasters. Bill was just returning with his wife from San Diego, where they visited with their son, who is an Ensign in the U. S. Navy.

■ ■ The Wellman Coffee Co. of San Francisco, formerly known as the Wellman Peck Coffee Co., which was purchased by the firm of Lady's Choice Foods, recently leased the roasting plant in Los Angeles formerly occupied by A. Schilling & Co., a division of McCormick & Co., Baltimore, Md. Allan McKay, of the San Francisco office, was sent to Los Angeles as coffee buyer and to supervise the roasting and blending of their products.

■ ■ John E. Mack, of E. B. Ackerman & Co., Inc., just recently returned from a three month sojourn on his plantation in Guatemala.

■ ■ Herb Knecht recently moved his office to new and larger quarters, after a decade in the California Warehouse Building.

■ ■ Harold Gavigan, of B. C. Ireland & Co., Inc., San Francisco coffee and spice importers, visited here in Los Angeles to call on coffee roasters, as well as those engaged in the spice business.

■ ■ Norman Johnson, of E. A. Johnson

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& Co., San Francisco, recently came to Los Angeles to call on the coffee roasters. While in Los Angeles, Norm made his headquarters in Bill Morton's office.

■ ■ Bill Gloege, of the Bunge Coffee, Inc., San Francisco and New York coffee importers and dealers in other sundry commodities, was recently called to New York for a business conference. While in New York, Bill saw many places of interest and enjoyed himself to the fullest.

■ ■ Jane and Vic Cain, of W. J. Morton, Inc., recently spent several days in San Francisco, calling on the green coffee trade. While there, Vic also attended a directors meeting of the Pacific Coast Coffee Association.

■ ■ Rueben Hills, of the Hills Bros. Coffee Co., recently visited in sunny Southern California.

■ ■ Lee Cavasso, of the Borneo Sumatra Trading Co., San Francisco, recently stopped in Los Angeles on his return from New Orleans, where he called on the coffee trade. Though his visit was of only couple days duration here in Los Angeles, he was able to call on several of our local roasters.

■ ■ Walter Dunn, of Otis McAllister, Los Angeles, was seen happily passing out cigars. This, to announce the one missing link which completes the basketball team known as "Dunn's Wizards." Mother and Son are doing exceptionally well, and our congratulations to them both.

■ ■ Charlie Nonenmacher, of the Jewel Tea Co., Inc., recently flew to San Francisco to attend a Directors Meeting of the Pacific Coast Coffee Association.

■ ■ Andy Moseley, of the Breakfast Club Coffee, Inc., recently spent a week or so vacationing at his desert home in Palm Springs.

■ ■ Jim Duff recently moved his office to new and larger quarters. Of course, it was a tremendous job due to the years of gathering material and statistics, all relative to the coffee business.

■ ■ See you all at the forthcoming Pacific Coast Coffee Association convention, which is scheduled to meet on May 27th through May 29th, at the usual stamping grounds. We look forward to another fine meeting.

San Francisco

(Continued from page 115)

home in a kindred line, with so many of his friends in the coffee business.

■ ■ John C. Leach will be the new Western Representative of the Coffee Brewing Institute, to succeed Kiehl Underhill, who is joining the United Airlines. Mr. Leach is a retired Navy man, a Lieutenant Commander.

■ ■ Richard Dewey is the new addition to the staff of B. C. Ireland. He was formerly with Otis McAllister and has had considerable experience in the coffee business.

■ ■ Vic Howard recently made a trip to Los Angeles, mostly pleasure but partly business. Vic has been moving right along, expanding his office personnel to meet a growing business.

■ ■ Jo Hooper is moving across the street to 210 California Street. That address is becoming a coffee center. There are four other green coffee concerns in the building now.

■ ■ Charles Nonenmacher, Henry Schmidt and Dick Cain were in San Francisco last month to attend a meeting of PCCA directors.

■ ■ Phillip Hellyer, with Mrs. Hellyer, passed through San Francisco last month on their way to Japan for the opening of the tea buying season. While here, they visited a daughter attending Mills College, and they did not overlook their old friend, Ed Spillane.

■ ■ Also from Ed we learn that Jo Winters, of Balmer Lawrie & Co., Ltd., Calcutta, was in San Francisco early this month.

■ ■ Paul Aherns, of Irwin-Harrisons-Whitney, Inc., is on his annual visit to Japan for the tea season. John Siegfried will take over in his absence.

St. Louis

By LEE H. NOLTE

■ ■ At the last regular meeting of the St. Louis Coffee Club, a dinner was given at the Strymie Club in honor of James H. Forbes and Gus Schmidt, the occasion being their retirement from the coffee trade. There were more than 50 in attendance.

Talks were given by several of Forbes' customers who had done business with the company for nearly 50 years. A resume of the history of the Jas. H. Forbes Tea & Coffee Co. was given by Lee Nolte.

Nate Schmid, of the Woolson Spice Co., Toledo, flew down for the occasion. He gave a very nice talk which, of course, would not have been complete without some of the Nate Schmid humor.

Also here for the occasion were Ralph Bruchsieker, of the Woolson Spice Co., Toledo, and George Kimpel, of Woolson's New York office.

Edwin S. Spitze, president of the club, presented Jim and Gus with life membership cards.

"work and play"

(Continued from page 74)

the active cooperation of Stewart P. Wands, ASTA executive secretary, and the members of the convention committee, who include W. Bosley Bond, John J. Frank, Michael P. Kedrovich, Charles F. Mayer, Clark C. Nowland, Jr., George A. Shurman and Walter L. Willner.

Coffee helps drinkers who drive, studies by Yale scientist shows

A scientist at Yale University has disclosed evidence that two cups of coffee can make a safer driver out of a person who has had two or three drinks.

Dr. Leon A. Greenberg, of the University's Center of Alcohol Studies, told United Press Science Editor Delos Smith that those who insist upon driving after drinking would do well to make the last two servings coffee.

Dr. Greenberg is studying the degrees by which alcohol messes up the body functions which make for safe-driving—reaction times, side vision, and "visual fusion," and the degrees by which coffee corrects the messing-up.

"Visual fusion" is the brain function which takes the separate images picked up by the two eyes and fuses them into one. That helps the brain to judge distances instantly and accurately. In the drink, Dr. Greenberg pointed out, this fusion often doesn't take place at all—and the drunk sees double.

In the average sober person, according to his laboratory measurements, fusion takes place in about five one-hundredths of a second after the two eyes have focused upon

an object. His measurements show that three drinks will lengthen the fusion time to one and one-half seconds. In that time a car going at 50 miles an hour advances 100 feet.

"In our experiments we have found that after two cups of coffee, this fusion time for the three-drink person is cut down again to seven-, eight-, or nine-hundredths of a second or almost normal," Dr. Greenberg said.

His experiments indicate that coffee also helps side vision narrowed by the effects of alcohol.

"Even after one drink, the breadth of vision closes in," he said. "A person doesn't have to be entirely drunk to have 'tunnel vision.'"

His experiments also indicate that coffee speeds reaction-times which have been slowed by alcohol.

Coffee break? Sure, but —

Vandals broke into the office of the principal of the Allen F. Wood school, New Bedford, Mass.

They brewed themselves a batch of coffee, washed the cups, put them back on the shelf.

Then they stole two pens and an arithmetic book.

Expresso units most frequent coffee items at U. S. World Fair

Coffee, tea and spices were part of the United States World Trade Fair, held at the New York Coliseum, New York City.

The Brazilian Coffee Institute, for instance, had a large display as part of the Brazilian government's exhibit. Large pictures of coffee plantations were shown, and cups of coffee were served continuously at a long bar.

The three products were less evident, however, than might be expected from their place in international trade and the roster of countries exhibiting.

Coffee was noted, although not heavily, in the displays of producing countries. Mexico, for example, had Comision Nacional del Cafe charts showing coffee production and exports, by bags and by value.

Oddly enough, the country with the most frequent exhibits relating to coffee was Italy. The growth in popularity of Expresso coffee was visible in displays of these machines at seven different booths.

These units ranged from small two and three cup home units to huge commercial machines, gleaming with chromium and, occasionally, with somewhat imposing plastic decorations.

Italy's work on Expresso machines has pushed it into the development of other coffee devices, especially grinders for the home.

Most of the coffee grinders to be seen at the Fair were in the booths of Italian companies.

Tins of Darjeeling tea packed by the Tea Board of India, were displayed at the Indian government's exhibit.

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